



Field Guide for the Experience Economy

B. Joseph Pine & James H. Gilmore

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From B. Joseph Pine II and James H. Gilmore, authors of *The Experience Economy*, comes the *Field Guide for the Experience Economy*.

A hands-on resource designed to provide real-world learning, the *Field Guide* contains key models and exercises for evaluating and extracting best principles from experiences throughout the Experience Economy including:

- 3S Model of Customer Relationships
- Assessing the "Sweet Spot" for Experiences
- Deciphering the Drama of Business Experiences
- G-way: Secondary Factors
- "Ing" the Thing
- Performing a Sensory Assessment
- Progression of Economic Value
- Real/Fake Matrix of Authenticity
- Taking Note of the Notable
- T-H-E-M-E Model

Geared for a wide variety of uses - from group learning and executive education, to university classes, employee training and even leading your own Learning Excursions - this pocket-sized reference packs powerful lessons in a compact package.

The *Field Guide* is an ideal tool to encourage learning and creative exploration among your co-workers, colleagues, clients, and throughout your entire organization.

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