Sometime during the last 30 years, the service economy emerged as the dominant engine of economic activity. At first, critics who were uncomfortable with the intangible nature of services bemoaned the decline of the goods-based economy, which, thanks to many factors, had increasingly become commoditized. Successful companies, such as Nordstrom, Starbucks, Saturn, and IBM, discovered that the best way to differentiate one product from another—clothes, food, cars, computers—was to add service. But, according to Joseph Pine and James Gilmore, the bar of economic offerings is being raised again. In The Experience Economy, the authors argue that the service economy is about to be superseded with something that critics will find even more ephemeral (and controversial) than services ever were: experiences. In part because of technology and the increasing expectations of consumers, services today
are starting to look like commodities. The authors write that Those
businesses that relegate themselves to the diminishing world of goods
and services will be rendered irrelevant. To avoid this fate, you must learn
to stage a rich, compelling experience. Many will find the idea of staging
experiences as a requirement for business survival far-fetched. However,
the authors make a compelling case, and consider successful companies
that are already packaging their offerings as experiences, from Disney to
AOL. Far-reaching and thought-provoking, The Experience Economy is for
marketing professionals and anyone looking to gain a fresh perspective on
what business landscape might look like in the years to come.
Recommended. --Harry C. Edwards

Personal Review: The Experience Economy: Work Is Theater &
Every Business a Stage by James H. Gilmore
Many have noticed that America is importing more and more goods from
places where it is more economical to manufacture them than here in the
U.S., Mexico and China come immediately to mind. and have commented
that America's economy has turned into a service-based economy. Yet,
even our services are now being sent to foreign countries so that
corporations can save money; think "technical support" for computer
applications, for example. In their book, The Experience Economy: Work is
Theatre & Every Business a Stage, Joseph Pine and Jim Gilmore (1999)
introduce their readers to a new era of consumer-focused marketing. an era
that goes beyond the delivery of goods and services, and into delivering
consumer experiences. The authors present clear evidence and case
studies that business owners who compete on the basis of price are
commoditizing their value offerings; and that those who deliver compelling,
memorable, and transformational experiences to their customers are
pioneering and leading this economy revolution known as The Experience
Economy. The Experience Economy provides insights into how successful
businesses have moved into the new age of experience marketing, and
Pine and Gilmore present a logical blueprint for marketers to follow. True
experiences, say Gilmore and Pine, provide a value that "lingers in the
memory of any individual who was engaged by the event" (1999). In order
to create those memories, an experience must deliver on guest
participation and connection and even transformation.

The Experience Economy has become more than a best-selling book
since its publication ten years ago; it has transformed the way not only
Americans, but also people the world over, are conducting business. In this
book, it is almost as though Pine and Gilmore have discovered the secret
recipe, not for Coca Cola or Kentucky Fried Chicken, but for Disney World.
They have captured the essence and substance of what creates success
for companies marketing directly to consumers, and have spelled it out in a
language that is understandable to anyone. In reading the book, the reader
finds him or herself constantly nodding his or her head, agreeing with the
examples provided and finally "getting it" . how they work they way they do
or why they fail to work the way they were originally intended. The book
provides insights not only into pop culture, but business on a much higher
level. and how success will be measured, not only in the past decade but in
future decades to come, by how well the business experience has integrated itself into pop culture of today. Pine and Gilmore take the current success stories: Disney, The Geek Squad, Rainforest Café, Starbucks, Cabella’s, and the like, and teach their readers how to create tomorrow’s experience culture. Applicable to both historians and marketers alike, it is not so much a book on the history of pop culture, as it is a visionary book on the future of marketing.

For More 5 Star Customer Reviews and Lowest Price:
The Experience Economy: Work Is Theater & Every Business a Stage by James H. Gilmore 5 Star Customer Reviews and Lowest Price!