



# The Experience Economy, Updated Edition

By B. Joseph Pine II, James H. Gilmore

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**The Experience Economy, Updated Edition** By B. Joseph Pine II, James H. Gilmore

In 1999, Joseph Pine and James Gilmore offered this idea to readers as a new way to think about connecting with customers and securing their loyalty. As a result, their book *The Experience Economy* is now a classic, embraced by readers and companies worldwide and read in more than a dozen languages.

And though the world has changed in many ways since then, the way to a customer's heart has not. In fact, the idea of staging experiences to leave a memorable—and lucrative—impression is now more relevant than ever. With an ongoing torrent of brands attacking consumers from all sides, how do you make yours stand out?

Welcome to the new Experience Economy. With this fully updated edition of the book, Pine and Gilmore make an even stronger case that experience is the missing link between a company and its potential audience. It offers new rich examples—including the U.S. Army, Heineken Experience, Autostadt, Vinopolis, American Girl Place, and others—to show fresh approaches to scripting and staging compelling experiences, while staying true to the very real economic conditions of the day.

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Review

“updated and wonderfully relevant book.” – AdAge

"One of the best business books of the twentieth century, now renewed for the challenges of the twenty-first. Pine and Gilmore provide businesses everywhere with a road map for reenergizing their customer experiences." - Tom Kelley, General Manager, IDEO

About the Author

**B. Joseph Pine II** and **James H. Gilmore** are cofounders of Strategic Horizons LLP, an Ohio-based, thinking studio dedicated to helping enterprises conceive and design new ways of adding value to their economic offerings. They are coauthors of *Authenticity*. Pine, who also wrote *Mass Customization*, is a Senior Fellow with the Design Futures Council and the European Centre for the Experience Economy, which he cofounded. Gilmore is a Batten Fellow and Visiting Lecturer at the University of Virginia Darden School of Business.

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