



Handbook on the Experience Economy

Av Jon Sundbo (Redaktør) - Flemming Sorensen (Redaktør)

Omtale

This illuminating Handbook presents the state-of-the-art in the scientific field of experience economy studies. It offers a rich and varied collection of contributions that discuss different issues of crucial importance for our understanding of the experience economy. Each chapter reflects diverse scientific viewpoints from disciplines including management, mainstream economics and sociology to provide a comprehensive overview. The Handbook is divided into three subsections to explore progression in the scientific field of experience economy studies. The first section focuses on different fundamental discussions about the nature and importance of the experience economy. The second section presents more specific topics, for example innovation, networks and the design of experiences. Finally, the last section pinpoints issues such as events, food, theatre and games. Moreover, the Handbook gives an insight into how receivers react to experiential elements of experience economy studies. An innovative presentation of experience economics, this is a remarkable collection of new theory and analyses. This book will prove an invaluable resource to researchers and students in areas of management, marketing, psychology and economics.

Tilgjengelig her:

<http://www.akademika.no/handbook-on-the-experience-economy/jon-sundbo/flemming-sorensen/9781781004210>