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INFINITE POSSIBILITY: CREATING CUSTOMER VALUE ON THE DIGITAL FRONTIER: CREATING CUSTOMER VALUE ON THE DIGITAL FRONTIER (HARDBACK)



BERRETT-KOEHLER, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book. Joseph Pine and Jim Gilmore s classic The Experience Economy identified a seismic shift in the business world: to set yourself apart from your competition, you need to stage experiences--memorable events that engage people in inherently personal ways. But as consumers increasingly experience the world through their digital gadgets, companies still only scratch the surface of technology-infused experiences. So Pine and coauthor Kim Korn show you how...

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- Authored by B. Joseph Pine, Kim C. Korn
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