Contents

Preview to the Updated Edition: Beyond Goods and Services ix

Preview: Step Right Up xxiii

- 1 Welcome to the Experience Economy 1
- 2 Setting the Stage 41
- 3 The Show Must Go On 65
- 4 Get Your Act Together 107
- 5 Experiencing Less Sacrifice 123

Intermission: A Refreshing Experience 145

- 6 Work Is Theatre 153
- 7 Performing to Form 181
- 8 Now Act Your Part 209
- 9 The Customer Is the Product 241
- 10 Finding Your Role in the World 271

Encore: Exit, Stage Right 297

Notes 301 Index 325 Credits 353 About the Authors 361