

Contents

<i>List of figures and tables</i>	<i>ix</i>
<i>Foreword by Hanne B. Sørensen</i>	<i>xi</i>
<i>Acknowledgements</i>	<i>xiii</i>
<i>About the authors</i>	<i>xv</i>
1 Reflections of the authors, Colin, Qaalfa and Steven ...	1
2 Experience psychology: the new field and the end of the marketing Four Ps	9
3 Experience psychology research	31
4 Community marketing	55
5 Social media: the birth of a new channel to market	68
6 The human social media experience	88
7 What drives or destroys a social media experience	103
8 The brain's experience – opening the black box	127
9 A neuroexperience safari – approaching the tipping point	144
10 The black box in action	161
11 And so in summary...	179
<i>References</i>	<i>187</i>
<i>Index</i>	<i>189</i>