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SOURCE (OR PART OF THE FOLLOWING SOURCE):
Type Dissertation
Title For the love of experience: changing the experience economy discourse
Author J.M.C. Snel
Faculty Faculty of Economics and Business
Year 2011
Pages 484
ISBN 978-90-8891-308-2

FULL BIBLIOGRAPHIC DETAILS:
http://dare.uva.nl/record/390030

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The attention for experiences as economic offerings has increased enormously in the last decade. However, the lack of a clear definition of experience and the bias towards the organization's perspective in the discourse cause much confusion. In this study experience is taken back to its basis: the encounter between an individual and his or her environment. Different concepts, effects and values of experience are defined to construct a more integrative discourse for the experience economy from the individual's perspective.

To reap the benefits that the experience economy offers, the role of organizations has to change from a directing and controlling one to a more supporting and facilitating one. A true recognition of the co-creation that takes place in experiences shows how much latent potential for creating value there is yet to discover.

For the love of experience

Changing the Experience Economy discourse

ANNA SNEL.

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