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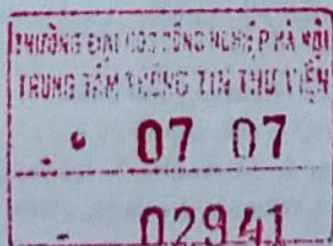
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B. JOSEPH PINE II  
JAMES H. GILMORE

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JAMES H. GILMORE



HARVARD BUSINESS REVIEW PRESS

*Boston, Massachusetts*



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Printed in the United States of America

20 19 18 17 16 15 14 13 12

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Library of Congress Cataloging-in-Publication Data

Pine, B. Joseph.

The experience economy / B. Joseph Pine II, James H. Gilmore.

p. cm.

Rev. ed. of: *The experience economy : work is theatre & every business a stage.* 1999.

Includes bibliographical references and index.

ISBN 978-1-4221-6197-5 (alk. paper)

1. Product management.
2. Marketing.
3. Diversification in industry.
4. Customer services. I. Gilmore, James H., 1959- II. Title.

HF5415.15.P56 2011

658.5'6—dc22

2010054391

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## Preview to the Updated Edition: Beyond Goods and Services

Goods and services are no longer enough. That sentence was the reading line (following the book's subtitle) that accompanied the original hardbound edition of *The Experience Economy* in 1999. Perhaps not enough people read the line, let alone took it to heart. Although the book has since been published in fifteen languages and purchased by more than three hundred thousand people worldwide, the book's thesis has not sufficiently penetrated the minds of enough business leaders (and policy makers) to give full bloom to a truly new—and desperately needed—economic order. Relying on the manufacturing of goods and the delivery of services remains the mindset of too many executives (and politicians), prohibiting the shift to more vibrant enterprises offering experiences (and thus more robust national economies). So let us here be most clear: *goods and services are no longer enough* to foster economic growth, create new jobs, and maintain economic prosperity. To realize revenue growth and increased employment, the staging of experiences must be pursued as a distinct form of economic output. Indeed, in a world saturated with largely undifferentiated goods and services the greatest opportunity for value creation resides in staging experiences.

The actions of individual entrepreneurs prove the point. Contrast the success of leading experience innovators over the past twelve years with the failure of rival companies (and whole industries, for