



# Handbook on the Experience Economy (Research Handbooks in Business and Management series)

*Jon Sundbo, Flemming Sørensen*

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This illuminating *Handbook* presents the state of the art in the scientific field of experience economy studies. It offers a rich and varied collection of contributions that discuss different issues of crucial importance for our understanding of the experience economy. Each chapter reflects diverse scientific viewpoints from disciplines including management, mainstream economics and sociology to provide a comprehensive overview.

The *Handbook* is divided into three subsections to explore progression in the scientific field of experience economy studies. The first section focuses on fundamental debates surrounding the nature and importance of the experience economy. The second section presents more specific topics including innovation, networks and the design of experiences. Finally, the last section explores issues such as cultural events, cuisine, theatre and video games. Moreover, the *Handbook* gives an insight into how receivers react to experiential elements of experience economy studies.

An innovative presentation of experience economics, this is a remarkable collection of new theory and analyses. This book will prove an invaluable resource to researchers and students in management, marketing, psychology and economics.

**Contributors:** Å.E. Andersson, D.E. Andersson, J.O. Bærenholdt, A. Boswijk, L. Chalip, P. Cooke, B.E. Dale, M. Dixon, D. Eide, L. Fuglsang, J.H. Gilmore, B.C. Green, S. Gudiksen, M. Haldrup, G.W. Hallberg, A.H. Hansen, O. Harsløf, F. Holt, J.K. Jacobsen, C. Jantzen, J.F. Jensen, F. Lapenta, J. Larsen, Y.-C. Lin, A. Lorentzen, L. Mossberg, B.T. Nilsen, B.J. Pine II, G. Schulze, A. Snel, F. Sørensen, D. Sundbo, J. Sundbo, C. Svabo, T. Tschang, J. Vang

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