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Titolo	The Experience Logic as a New Perspective for Marketing Management : From Theory to Practical Applications in Different Sectors // edited by Tonino Pencarelli, Fabio Forlani
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Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di contenuto	Introduction to the experience logic: Key concepts and contents -- Part I: Theoretical contributions -- Experiential perspective in management literature: A systematic review -- Marketing in an experiential perspective: From "Goods and Service Logic" to "Experience Logic" -- Part II: Sectoral applications -- The tourist offer of the destination in an experience logic perspective -- Sustainable management of events in an experiential perspective -- How marketing works in the Experience Economy: The case of the Experience Gift Box providers -- Experience economy and the management of shopping centers: The role of entertainment -- The Importance of Being Earnest. Enhancing the authentic experience of cultural heritage through the experience-based approach -- Experience logic: the new challenge for trade fairs -- The experiential approach in the cosmetics industry: The Eva Garden case study -- Marketing of traditional-local products in the experience logic

perspective.

Sommario/riassunto

This book provides stimulating insights into the ways in which the adoption of experience logic can revitalize marketing perspectives and stimulate novel approaches to the creation and delivery of value. The first part of the book, which has a theoretical focus, reviews the international literature and offers conceptual observations on the experiential perspective. Suggestions are made on how experience logic can act as a new driver for the management of marketing processes in firms within the context of the experience economy. In the second part of the book, attention turns to the applications of experience logic in different sectors, including tourism, commerce, culture, and trade shows. Company-specific examples of benefits of the experiential approach are also explored in case studies on gift box providers, marketing of traditional local products, and the cosmetics industry. The book will be of particular interest for marketing specialists, but will additionally be of value for managers in private companies and public bodies who wish to enhance their marketing methods.
