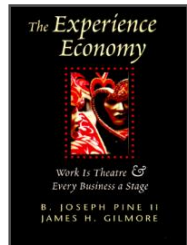
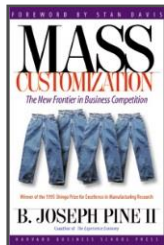


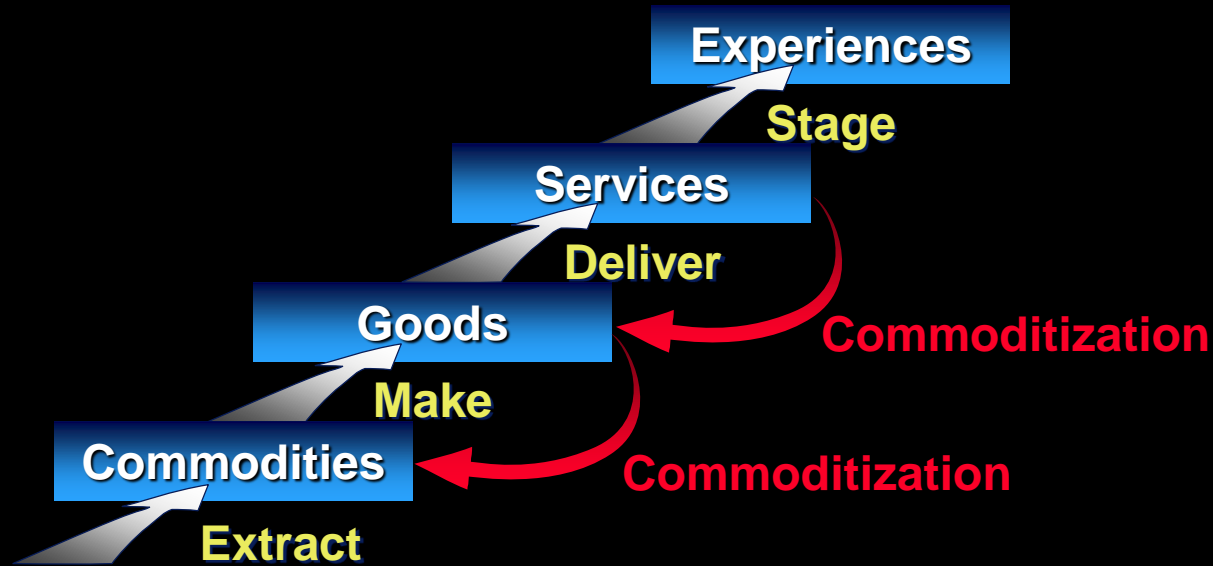
The Experience Economy

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The Progression of Economic Value



Coffee Progression

Commodities



Goods



Services



Experiences



CEM vs. EE

**Customer
Experience
Management**

Nice

Easy

Convenient

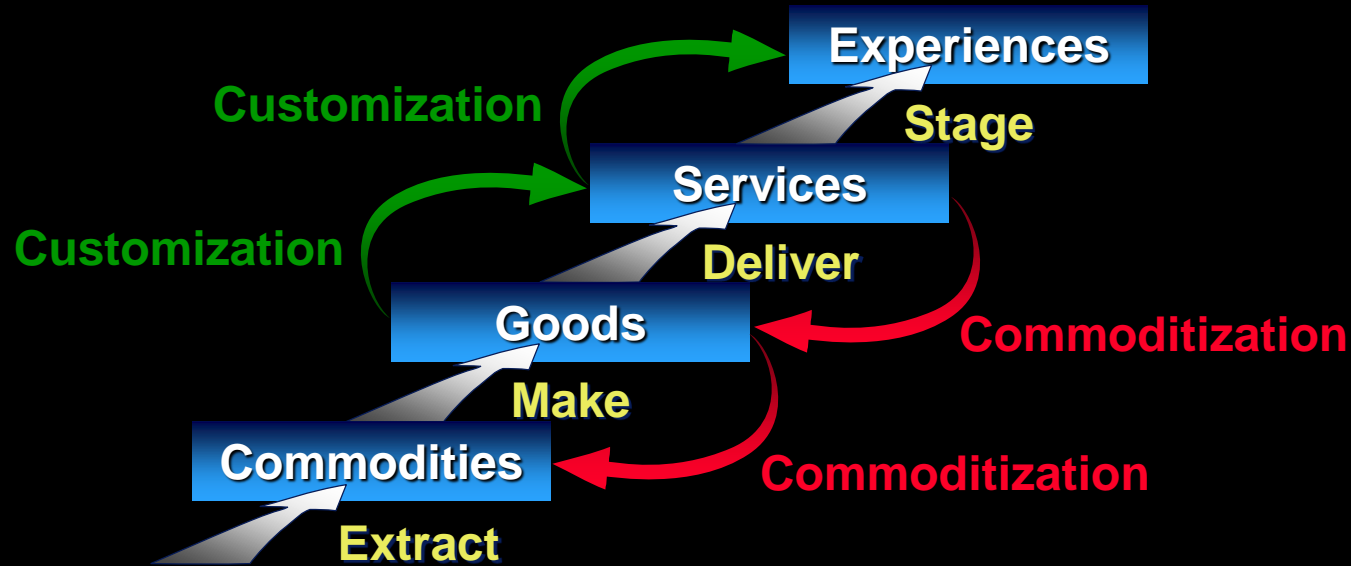
**Experiences
as distinct
economic offering**

Memorable

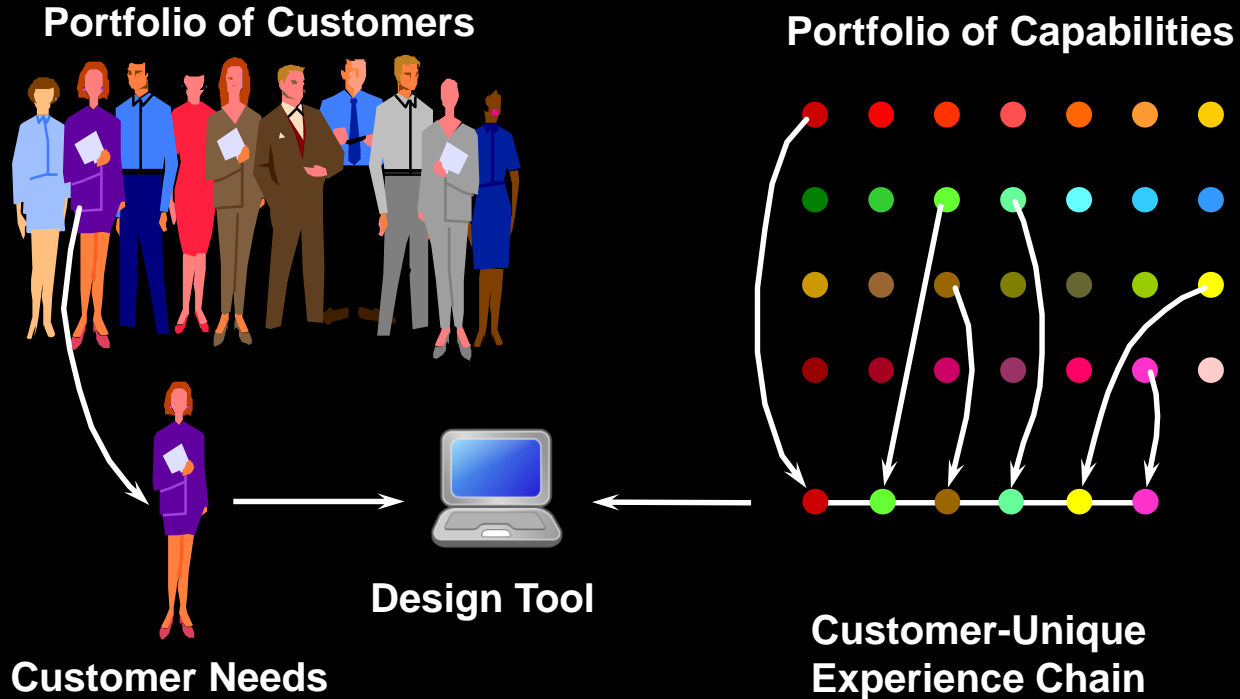
Personal

**Revealed over
a duration of time**

The Progression of Economic Value



Essence of Mass Customization



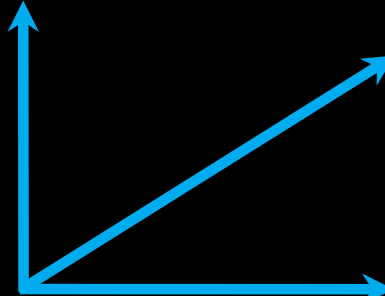
The Known Universe

(Actual Events)

Time

Matter
(Material
Substances)

Space
(Real Places)



The Multiverse

