Index

Adria, Ferran 426
aesthetic function
concept of 164
Allen, Joan
theory of ‘ambient power’ in spatial design
313–14
Apple, Inc. 30, 36, 355
personnel of 188
product lines of 39, 103, 181
retail structure 36
Arena Innovative Experiences (AIE) 293, 304
Arena Profitable Winter Experiences (APWE) 296, 298
development of 293
Innovation Norway (IN) 295–6, 298–9, 305
Nordland County Administration (NCA) 296, 298–9
Nordland Destination Marketing Organization (DMO) 295
Nordland Research Institute (NRI) 295–6, 299
projects of 295–8
scaffolding structures of 296–8, 300–2, 304
Arrow, Kenneth 85
Arthur, Brian
El Fardol model 90–1
totality-based products and services (AEPs) 78
Australia 1
Canberra 418
creative class workers in 51
Austria
Vienna 425
Bailey, K.D. 71
critique of classification 67
Bal, M.
concept theories of 68
miniature theory 76
Battabee, K.
models of user experience design 195–7
Baumol, W.
Performing Arts: The Economic Dilemma 371
Belgium
creative class workers in 51
Bell, Daniel 100
Bentham, Jeremy 161
Blair, Tony
‘Cool Britannia’ 57
Block, Peter
Community: The Structure of Belonging 345
Boswijk, Albert
Economy of Experiences 34
Bourdieu, Pierre
Distinction 103
Field of Cultural Production, The 115
Bowen, W.
Performing Arts: The Economic Dilemma 371
British Broadcasting Corporation (BBC) 395–6
BBC Wales 392
facilities of 381, 385, 400
personnel of 385
programming of 381, 393, 396, 398, 402
Brook, Peter
Empty Space, The 28
Business Model Canvas
structure of 250
Canada 1
creative class workers in 51
use of NAICS in 68
Canary Islands 88
capitalism 48
advanced 75
Caru, A. 210, 218, 222–4
Case Construction 30
Castells, Manuel 100
categorization 67, 77, 79–81
systems of 65–6, 68, 78
Caves, Richard
Creative Industries: Contracts Between Art and Commerce 49
Chamberlain, Edward
theory of monopolistic competition 89–90
Clark, A.
definition of ‘scaffolding’ 291
Clark, Maxine
founder of Build-A-Bear Workshop 36, 339
Club de la Faye 460
Clusters see networks/clusters
Coleman, J.E.
Asymmetric Society, The 99
Collective Unconscious 448
commodification 57, 130
concept of 52
commoditization 26, 130, 139
  customization as antidote to 26–7, 39–40
  communities 326–7, 357
  communities of interest 339–40, 355
  Communities of Practice (CoP) 291
  online 346, 351–6
  role of ICT in 341–2
  role of volunteering in 332, 335, 339–40, 347–51
  sense of 326–30, 332, 335–7
concept
  diffusion of 431–5, 444
  innovation 427–9
concept mapping 187
  Conley, Chip 36
consumerism
  user creation in 339–42
consumer communities 252
consumer experience (CX) 325–6
  definitions of 189
consumer goods 84
consumption economy
  relationship with cultural events 373–4
context
  definitions of 200
  Copenhagen Institute for Future Studies 24
  Cova, B. 210, 218, 222–4
  Creative City Cardiff 383
creative economy 45, 52–3, 55, 59–60
  concept of 49
  development of 51
creative industries 9, 57, 407–9
  characteristics of 406
  definition of 49–50, 77, 381
  economic role of 405–6
  examples of 407
  position in experience economy 405–6
  Csikszentmihalyi, M.
  experience theory of 343–4
cultural events 363–4, 366–8, 374–5, 378
  economic role of 366, 370–1
  events management 365–6
  event sphere 369–70
  growth of 364
  marketing of 371–3
  mega events 373
  relationship with consumption economy 373–4
  role of new/social/media in 364–5, 369, 375–6
  study of 367–9
  culture criticism
  language of 99
culture economy 45, 53, 59–60
  cognitive 48
  concept of 48–9
  development of 51
  expansion of 56
  process of ‘clustering’ 52–3, 55, 57
  role of location in 54–5
customer experience management (CEM) 190, 325
customer interaction 259
  role in experience logic 258
  variants of 253–8, 265
customer relationship management (CRM) 190
customization
  adaptive 34
  as antidote to commoditization 26–7, 39–40
  authenticity 29–30, 42
  collaborative 34
  mass 28, 37–8, 41
  work as theatre 28–9, 37–8
Danish Rural Community Development Programme 300
  De Oliveira, Nicolas 457
  Deci, E.L. 347–8
  concept of ‘self-determination theory (DST)’ 342–3
declarative memory 155
  episodic memory 152–3
  semantic memory 152–3
  Dell Computers 37
  Denmark 47, 55, 57, 77–8, 228, 232, 275, 287, 292, 305, 352, 383, 425, 437–8, 441–3, 448
  agricultural sector of 426–7
  Allinge harbour 316–18, 322
  Bornholm 316–17, 439, 442
  Copenhagen 436, 448–9
  government of 56, 76
  Ministry of Industry 232
  online communities in 351–4
  Denmark in the Culture and Experience Economy
  findings of 55–6
detachable experience products and services (DEPS) 78
  Dewey, John 316, 343
  Do Not Assume (DNA) 140–1
  dot.com bubble collapse (2000) 382
down economies 22
  Driving Improved Customer Experience 125
durkheim, Émile 369
  Economist Intelligence Unit 88
  Egypt 320
  Bedouin population of 320–1
Naama Bay 320–1
Sinai Desert 320
Electronic Arts (EA) 87

emotions
vitality forms 161–2
entrepreneurship 269–70, 275
critical incidents 277, 279–83
critical success factors in 274–5
definitions of 270
education methods 280–1
in experience economy 272, 274, 283
long-term strategies 281–2
open processes of 273–4
role of cultural barriers in 270–2, 274–7, 283–4
use of networking 277, 279–80

Erfahrung 153, 155–6, 163, 165, 167
concept of 131, 151
relation to memory categorisation 152

Erlebnis 153–7, 160, 163, 166
concept of 131, 151, 154
relation to memory categorisation 152

Estonia
creative class workers in 51

European Commission
Economy of Culture in Europe, The 56

European Community Innovation Survey (CIS) 228, 233–4, 237–8, 241, 250
Danish use of 228, 232–3

European Innovation Scoreboard (EIS) 250

European Union (EU) 56
cultural development policies of 57
Social Fund 300
use of NACE system 65–6

Eurostat 250

Experiential Learning Cycle 131

Experiential Learning Model 131

experience economy 2, 8–9, 12, 24, 31–2, 37, 39, 41, 51–3, 55, 59–60, 65, 70–1, 80, 122–4, 130, 153–4, 158, 166, 171, 248, 269, 284, 287, 306, 310–11, 376, 382–3, 447, 460–1
development of 51
entrepreneurship in 272, 274, 283
as framed spaces 453–4
as independent societal phenomenon 7
industrialization of 9
mistakes in interpretation of 31–2
origin of term 46
position of creative industries in 405–6
role of spatial design in 310–12, 315
volunteering in 346–51, 356

experience goods 72, 90–2, 96
examples of 85, 92–4
interdependence 89, 93, 95–7
learning by consuming 85–6, 94

location and context dependence 87–8, 95–6
non-storability 90–1
uniqueness 86–7, 94–5

experience industries 71, 75, 78–9, 90
categorization of 65–8, 75–6
relationship with innovation processes 73–4
role of social status in demand 74

experience market 116
action strategies in 100–1
corporatization and concentration 118–19
expansion of trading volume 116–17
experience-oriented change of product structure 116
inwardly oriented consumption 102–5, 108, 111
outwardly oriented consumption 102–3, 105, 114

participation in 106–7
progression 119
public suppliers 111
supply and demand in 98–101, 110–11
territorial expansion of distribution areas and deregionalization 118

experience orientation 104–5

experience production 11–12, 110
industrialized 110

concept of 2, 122–3, 138–9, 164–5, 287, 428
consumption of 71, 128–9, 132
credence characteristics of 136–7
cultural 346, 377–8
definitions of 2–6, 11, 70–2, 123, 125, 150–1, 154, 452
designing of 125, 155–6, 180, 186–8, 193, 199–201, 203, 205–6, 251, 256, 258, 321–2
effect-centred approach to 127, 130, 133–4
encounter-centred approach to 128–30, 135–6
environment-centred approach to 125–7, 130
experience characteristics of 136–7
extraordinary 213–14
investment of human capital in 137
as mental and physical phenomena 146–8
peak 213–15, 218
primary 132–3
role of ICT/technology in 6, 9, 13, 73, 179
secondary 132
sectoral understanding of 11
of spatial designs 316
specificity of 157, 165
temporal dimension of 12, 132, 139
tourism industry 48, 54, 58, 88
use in marketing theory 10–11, 42
use of prototypes 137–8
value of 25–6, 130, 136–8, 175
experiencescape
concept of 251–2
experiencing
arousal levels 158–9
pleasure 159–60
sensory component of 158
spatial design 310, 316, 322

Féral, Josette 454
Fiction Pimps 448, 460
film industry 402, 405, 416
locations used by 397–8, 402
technological innovations in 396
film tourism
concept of 382
Finance Wales 390–1
Creative IP fund 390–1, 400
Finland
creative class workers in 51
creative industries of 57
First World War (1914–18) 148
Fischer-Lichte, Erika 454
Flanagan, J.C.
critical incident technique of 274–5
Florida, Richard 310, 365
Cities and the Creative Class 54
concept of creativity 50, 52, 59
Who’s Your City 54
flow theory 213–14
cocncept of 215
Ford, Henry 465
Forlizzi, J.
models of user experience design 195–7
France
Cannes 88
Paris 54, 88, 93, 96
Freeman, W.J. 84
French Haut Cuisine
development of 425

Gade, Solveig 454
Galbraith, John Kenneth 100
Geek Squad
as example of work as theatre 28–9, 37–8
Germany
Berlin 313–14, 317–18, 450
Nürnberg 7
Third Reich (1933–45) 149
Gilmore, Jim 8, 10, 52, 59, 66, 69, 75–6, 79, 122, 180, 325, 343, 381, 447, 451
definitions of goods and services 69–70, 74, 80

Experience Economy, The 5, 12, 23–4, 32–4, 42, 189, 339, 405
view of absorption 210–11
Global Business Network 23
Global Financial Crisis (2007–9) 37, 383, 459–60
globalization 50, 289
Goffman, Erving 28
Presentation of Self in Everyday Life, The 23
Greece
Crete 109
Rhodes 109
Grynspan, Rebecca
Creative Economy Report, The 57
Gube, Jacob 199
Guérard, Michel
role in development of French Nouvelle Cuisine 426

Habermas, J. 370
Hagen, S.E.
Mapping Cultural Industries in Norway 77
Hall, Peter 54–5
Haraldsen, T.
Mapping Cultural Industries in Norway 77
health care 464–5, 468
decisions made in 466
patient experience 465–6
Heineken 30
Hennion, Antoine 316
Henry Ford Health System
founding of 465
personnel of 465–6, 469–70
Henry Ford West Bloomfield Hospital 464, 470
founding of 465
Henry Ford Community Centre 468
human resources strategy of 469
medical treatments offered by 468
use of patients’ journey principle 466, 468–9
Herzberg, F.
kick in the ass motivators (KITA) 342–3, 348–9
Holbrook
definition of ‘customer value’ 47
Howkins, J. 51–2
definition of ‘creative industries’ 49–50
human capital
investment of in experiences 137
Iceland
creative class workers in 51
immersion 209, 213, 215, 217, 220–3, 225
attentional involvement 211–12
definitions of 210–12
foundations of 215–16, 223
levels of intensity 221–3
player involvement model 220
processes of 220–1, 224
timelessness 212
Industrial Revolution
mass production of goods 25
informal economy 6
information and communications technology
(ICT) 6, 70
developments in 184–5
relationship with user experience 188–9, 192, 202
role in communities 341–2
role in experiences in 6, 9, 13, 73, 179
role in innovations 230, 236–7, 240–2
social media 364–5, 369, 375–6, 434–5, 443
Inglehart, Ronald 100
innovation 228–30, 235–6, 239–40, 248–9,
259–60, 288, 290, 357, 383–4, 393, 429–30
barriers to 238–9
business model (BM) 258
categories of 230, 233–5, 240–1, 250, 266
characteristics of 241, 251
commercialization of new knowledge 384–5
diffusion 431–2
market 250
move-patterns 260–4
networking 277, 279
open processes of 273–4
organization 250
Oslo model of 257
process 250, 259, 264
product 250, 259, 264
R&D in 230–1, 273
role of ICT in 230, 236–7, 240–2
Schumpeter-3 model 250, 290
technology-enabled 236–7, 396
intellectual property rights (IPR)
extent of 396
exploitation of 386, 391–2
protection of 387, 415
International Business Machines (IBM) 42
Consulting Group 22
International Labour Organization (ILO) 50
International Organization for Standardization
(ISO) 186
Italy 408
Milan 35, 450
Rome 88
Venice 87, 93
Jacobson, Bob 198–9
Jafari, J. 223
James, William 149
role in development of field of psychology 148
theories of experiences 148
James-Lange Hypothesis 162–3
concept of 162
Japan
‘Cool Japan’ initiative 57
Jensen, Rolf
_Dream Society, The_ 24, 189, 345
Keynes, John Maynard
economic theories of 59
Kim, Amy Jo
concept of ‘membership life cycle’ 352–3
Kimpton, Bill 36
Klemm, Otto
suicide of 149
Klingmann, Anna 311–13
Koolhaas, Rem 311
Krueger, Felix 149
dismissal from Second Leipzig School 149
Lapland Center of Expertise
LEO Experience Pyramid Model 297
Law of Jante 271–2, 277
concept of 270
Leader+ 300
LEGO 28, 30, 339, 355
Leipzig School
key figures of 147–8
liminality 221
Lindgren, M. 271
Lutron Electronics 37
MAD Food Camp 434, 443
role in development of New Nordic Cuisine 436, 438–9
Maffesoli, Michel 452
Mainemelis, C.
definition of ‘immersion’ 212
marketing theory
use of experience economy theory in 10–11, 42
Marling, Gitte 311
Marshall, Alfred 85
Massachusetts Institute of Technology
(MIT)
alumni of 418
Massachusetts Museum of Contemporary Art
(MA$S MoCA) 374–5
Mattel
subsidiaries of 36
McDonald’s 31, 40, 152–3, 165
Merholz, Peter 188
Mexico
use of NAICS in 68
Meyer, Claus
role in development of New Nordic Cuisine 426, 435, 438
Meyrowitz, J. 369
Miles, I.
definition of ’services’ 79
Mintzberg, Henry 355
archetypes of organization configurations 344–5
mood management theory 147
Naturama 322
experiences in 318–20
Netflix
pricing model of 38–9
Netherlands 376
creative class workers in 51
networks/clusters 288–9, 298, 302, 305–6, 350
domestic 305
examples of 291, 293
formation of 290–1, 301
local 289
management of 302, 304
milieu theories of 288–9
scaffolding structures 291, 293–5, 297–302, 304, 306
Social Network Analysis (SNA) 291
study of 288
New Nordic Cuisine 15, 424–5, 427, 429, 433–5, 440–4
capital diffusion in 433
as concept innovation 427–8, 430
capital of 425
economic impact of 441–2
New Nordic Cuisine Manifesto 435, 437
origins of 426, 435–8
New Zealand
creative class workers in 51
Rotorua 30
Nielsen-Norman Group
definition of ‘user experience’ 194
Nomenclature statistique des Activités économiques dans la Communauté Européenne (NAACE) 69, 78–9, 81
categories in 79
capital of 65–6, 68
non-governmental organizations (NGOs) 364
Norman, Donald 198
Psychology of Everyday Things, The 193
role in origin of ‘user experience’ as term 188, 193
North American Industry Classification System (NAICS) 68, 78
Norway 78, 81, 249, 287, 292, 299, 302, 304, 306
economy of 77
experience industries in 75, 77
Ministry of Commerce 77
Svalbard 209–10, 216, 218–20, 222, 249, 293
Norwegian Hiking Association 255
Nozick, R. 161–2
Ogilvy, Jay
Experience Industry, The 23–4
Olderberg, Ray
capital of ‘third place’ 21, 351
Organisation for Economic Co-operation and Development (OECD) 56
Packendorf, J. 271
Paluch, K. 201, 203
Pavlov, Ivan 149
peak performance 213–14
Pine, Joe 8, 10, 22–3, 52, 59, 66, 75–6, 79, 122, 180, 325, 343, 381, 447, 451
definitions of goods and services 69–70, 74, 80
Experience Economy, The 5, 12, 23–4, 32–4, 42, 189, 339, 405
Mass Customization 34
view of absorption 210–11
Pink, Daniel 21
Point, Fernand
role in development of French Haut Cuisine 425
Portugal
Lisbon 152–3
Post restante 448
Postman, Neil 100
product
definitions of 198–9
Progression of Economic Value, The 26, 32–3
capital of mass customization in 41
Psychology
development of field of 147–9
sub-disciplines of 149
public sphere theory 369–70
Punchdrunk 448
quantitative hedonism 161–2
capital of 161
criticisms of 161
rationality of experience demand 106, 109–10, 115–16, 120
abstraction principle 107–8
accumulation 108
autosuggestion 109

correspondence principle 106–7

table 108–9

rationality of experience supply 112, 115, 117–20

modification 114, 116

profiling 113–14, 116

schematization 112–14

suggestion 114–15

Redzepi, René

role in development of New Nordic Cuisine 426, 436–8

regional innovation system (RIS) analysis 383

Republic of Ireland 397

creative class workers in 51

research and development (R&D) 70

Ricardo, David

Law of Comparative Advantage 25

Riseman, David 100

Rogers, Everett 431

model of innovation diffusion 432

Rowland, Pleasant

founder of American Girl Place 36

Rubinoff, Robert

theories on factors of user experience 203

Russian Federation

Moscow 375, 450

Ryan, R.M. 347–8

concept of ‘self-determination theory (DST)’ 342–3

Sandemose, Axel

A Refugee Crosses his Track 270

Sarason, Seymour

definition of ‘community’ 326

Sauter, Willmar 454

Schengen Area

use of NACE system in 66

Schmitt, B.

Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act and Relate to Your Company and Brands 47, 189–90

Schopenhauer, A.

Wisdom of Life, The 102

Schultz, Howard 21, 35

Schulze, Gerhard 7, 71

concept of ‘experience society’ 24, 47

Schumacher, E.F. 137

Schumpeter, J. 281, 283–4

concept of ‘the circular flow’ 271

definition of entrepreneurs 270

view of role of R&D in innovation 273

Search-Experience-Credence (SEC) framework 135–6

Second Leibzig School 148

Ganzheitspsychologie 148–9

members of 149

Second World War (1939–45) 98, 148–9

Sennett, Richard 370

role in creation of Theatrum Mundi 460

servicescape

concept of 251

Shedroff, Nathan 199

definition of ‘user experience’ 194

Shrager, Ian 36

SIGNA 448

performance ideology of 455

Simmel, Georg 100

Sisters Hope 448, 460

performances of 455

small and medium-sized enterprises (SMEs)

development of 389

publishing 399

Smidt-Jensen, S.

‘NACE 55 Hotels and Restaurants’ and ‘NACE 92 Entertainment, Culture and Sport’ 78–9

Smith, Adam 25, 46, 85

Sony Entertainment PlayStation 87

Spain 426

Barcelona 57, 95

spatial design 315–16

ambient power 314

architecture 311–12

experiencing 316–20

role in experience economy 310–12, 315

Sports 326–7, 335–7

SRI International 23

Starbucks 21, 35

Sweden 448

Gnosjö Region 271

Switzerland 402

Tarde, Gabriel

general theory of social change 431–2

Thailand

Phuket 88

theatre 447–8, 453–4, 460

artistic strategies 457–9

eamples of 449–50

models of 450–1

performativity 453–4

spatial concepts 454–6

theatricality 453–4

Toffler, Alvin 70, 72, 340

Future Shock 23, 47
tourism/tourists 3, 6–7, 10–11, 21, 23, 54–6, 58, 73, 76, 78, 87–8, 91, 93, 103, 119, 210, 215, 217–19, 235
adventure 217
definitions of 209
mass 48, 116
models of 216
personnel 218–19
role of physical environment 218
urban 94
use of reversal theory in 217
wilderness 71

United Arab Emirates (UAE)
Dubai 383

United Kingdom (UK) 448
Birmingham 95
Cardiff 15, 381, 385–9, 394–5, 397–402, 419
creative class workers in 51
Department for Culture, Media and Sport (DCMS) 49, 382, 386
design industry of 385
economy of 382
government of 382
London 88, 94, 209, 218, 222, 382, 407
Manchester 312
media/creative industry of 385–8, 391, 394–5, 398–402
Milton Keynes 314
Sheffield 382
Wales 15, 385–6, 390, 394–402

United Nations (UN)
Conference in Trade and Development (UNCTAD) 49
Development Programme (UNDP) 57
Educational, Scientific and Cultural Organization (UNESCO) 49

United States of America (USA) 1, 36–7, 327–8, 448
Austin 57, 411, 418
Cleveland 93
creative class workers in 50–1
economy of 23
education system of 40
Las Vegas 312, 320
Los Angeles 54, 407, 411
New York 22, 94, 311, 373–5, 407, 411
San Francisco 407, 411, 418
Santa Fe 90
Seattle 30
use of NAICS in 68
video game industry of 15, 404–7, 409–11, 413–18
Wichita 93

University of Glamorgan
facilities of 388–9, 401
University of Nordland (UiN) 296
Business School 298
Northern InSights 296, 298–9
usability 202–3
relationship with UX 203
user
definitions of 198
user experience (UX) 21, 179, 185, 187–8, 206
anticipated 204
conceptual paradoxes involving 185–7
cumulative 204
definitions of 180–3, 186, 190, 192–5, 201–2, 204–5
designing of 180–1, 187–8, 190–1, 200–1, 203, 205
episodic 204
factors in 198–200, 203
human-centred design (HCD) 191–2
human-computer interaction (HCI) 180, 184–5, 187–9, 193, 201
momentary 204
relationship with ICT 188–9, 192, 202
relationship with usability 203
theoretical models of 195–6
user-centred design (UCD) 191–3
value creation 171–2, 176
change in 171–4
experience 175
models of 175
sources of 46
video game industry 408–9, 415
origins of 410
product development 413–14
publishers 414–15
recruitment in 418
spatial organization of 411, 413, 415–19

Virtuality 39

Wales, Jimmy
founder of Wikipedia 355
Walmart 36
Walt Disney Company 87
design principles of 21
theme parks of 34, 46, 119, 369, 376
Weber, Max 271, 369, 447
concept of ‘disenchantment of the world’ 452
concept of ‘rationalization’ 100
Weinstein, Harvey 382
Wellman, Barry
- concept of ‘glocalization’ 351
- personnel of 355
Wolf, Michael J.
- *Entertainment Economy: How Mega-media Forces are Transforming Our Lives, The* 189

World Intellectual Property Organization (WIPO) 49
Wundt, William 149
- role in development of field of psychology 147–8

Zukin, S. 374