Contents

Preview		ix
1.	Welcome to the Experience Economy	1
2.	Setting the Stage	35
3.	The Show Must Go On	57
4.	Get Your Act Together	93
5.	Experiencing Less Sacrifice	109
Intermission: A Refreshing Experience		127
6.	Work Is Theatre	135
7.	Performing to Form	159
8.	Now Act Your Part	183
9.	The Customer Is the Product	213
10.	Finding Your Role in the World	241
Encore: Exit, Stage Right		263
Notes		267
Index		295
Credits		327
About the Authors		331