



Experience-Based Communication (Paperback)

By Jens Ornbo, Claus Sneppen, Peter F. Wurtz

Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2014. Paperback. Condition: New. 2008 ed.. Language: English . Brand New Book ***** Print on Demand *****.Experience-based Communication is a powerful tool. Companies can use it to bring their values to life and to make their messages accessible and credible. By communicating in a way that can be both sensed and felt, companies can increase their influence on internal and external stakeholders - and existing and potential customers. This book teaches you how to architect the way your company is experienced at every real-life touchpoint. How to use physical meetings and locations to create an affinity with a given market segment. And how to engage your audience mentally, physically and socially in order to transform them into loyal customers and willing ambassadors. If you want to get closer to your target groups, you will find no greater source of inspiration than the methods presented in this book. Experience-based Communication fills a much-neglected hole of knowledge in the Experience Economy, simultaneously making the point that proper staging and drama can make experiences more, not less, authentic. As the authors make clear, the Experience Medium IS the communicated message. This book is a very...

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