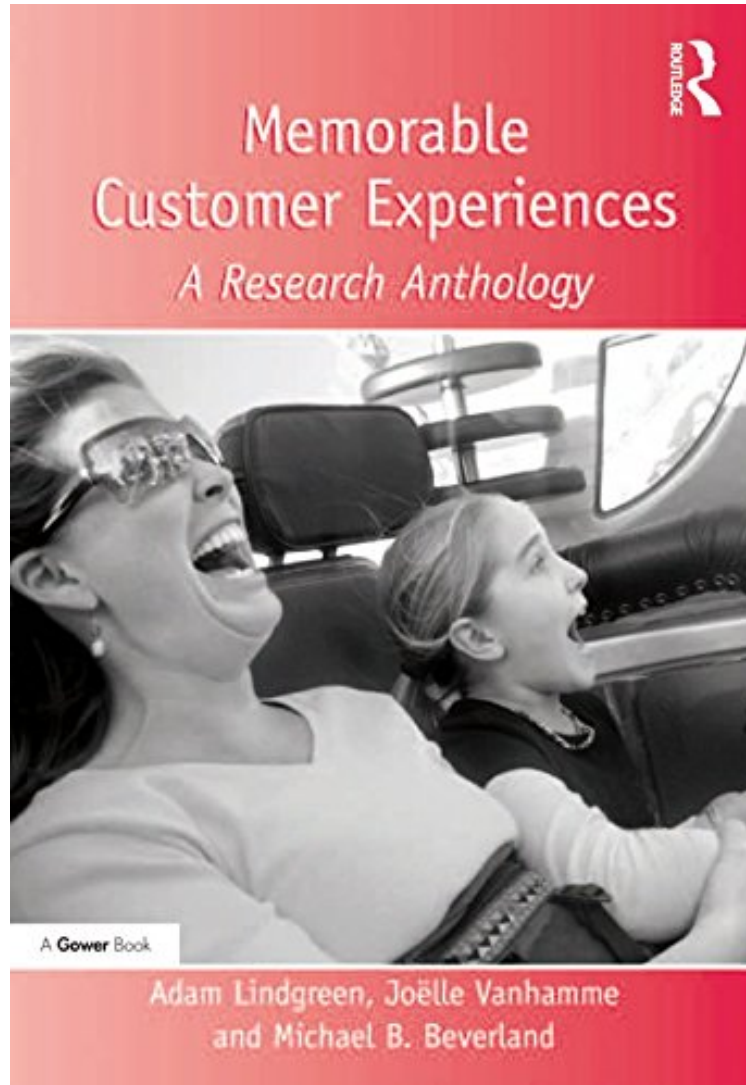


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Memorable Customer Experiences: A Research Anthology

Joëlle Vanhamme

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Joëlle Vanhamme : Memorable Customer Experiences: A Research Anthology before purchasing it in order to gauge whether or not it would be worth my time, and all praised Memorable Customer Experiences: A Research Anthology:

Experiential marketing - or memorable customer experiences - is proving a popular tool amongst businesses seeking to make an impact in a competitive world. Yet the scramble to achieve a presence among experience providers has led many companies to design and implement experiential marketing without integrating it with their overall marketing strategy. These companies often end up dissatisfying their customers rather than delighting them. This research

anthology investigates different angles of experiential marketing. The 16 chapters are organised in six sections. The first section considers whether memorable customer experiences result from the use of traditional marketing practices, perhaps implemented more effectively than previously, or require entirely new practices with new foundations that turn companies into experience providers. Section two details ways businesses seek to build brands through putting experiential marketing into practice, while section three asks whether there are general principles that can be applied to the design of customer experiences which ensure successful outcomes whatever market you may operate in. Section four examines how companies manage their customer experiences once they have made the strategic decision to provide them, and section five looks at methods available to evaluate the success of these customer experiences. 'Experiential marketing changes everything!' claim the management gurus, but is it really so significant that not joining this race is dangerous? The last section of the book offers a much needed critique of experiential marketing.

'Reading this book is itself a memorable experience. The editors promise that the chapters come at the topic of consumer experience from different angles, and it is clear that they do-ethnographic, experimental, structural equation modeling, theoretical, methodological, critical, and more. The chapters take both managerial and behavioral approaches to the topic of consumer experiences and cover a wide variety of experiential contexts including magazine shops, Las Vegas strip resorts, automobiles, hot chocolate, and package tours. They also introduce a rich variety of experiential elements including luxury, authenticity, scents, and surprise. Some of the best of the materials is found in the concluding section with chapters by Brown and Holbrook offering critiques of experiential marketing. Other chapters also examine what can go wrong in delivering memorable consumer experiences, such as the work by Basil and Basil on ultra-fine dining experiences. All in all, this book provides a much richer examination of consumer experiences than most of the earlier academic and managerial books on the topic.' Professor Russell W. Belk, Schulich School of Business, Canada 'The editors have assembled an impressive collection of papers on the elusive topic of experience marketing. From conceptual foundations and brands through the design and management of customer experiences, the topics covered by papers in this volume provide needed insight to any manager hoping to improve the ability of their offering's experience on customers. I heartily recommended it for both managers and academics.'

Valarie A. Zeithaml, David S. Van Pelt Distinguished Professor, Kenan-Flagler Business School, University of North Carolina at Chapel Hill 'This is a very timely and important collection of papers that provides contemporary thinking on key issues of 21st century marketing in a well-structured and well-balanced format. The editors have done an excellent job in choosing contributions that offer a rich source of insights on customer experiences that meet the needs of academics and practitioners alike. They have skilfully avoided over-hyping 'experiences' and include thought-provoking critiques of experiential marketing. I would highly recommend the book. It does what good books should do-it makes you think!' Professor Steve Baron, University of Liverpool, The United Kingdom 'Overall this book is written for all people interested in brand marketing. I recommend this book to marketing professionals for not only tapping into the exciting world of successful customer experiences but also for grasping constructive hints about brand management. Academics and students may also benefit from the book either as a supplementary reading material or in class exercises.'

- Yonca Aslanbay, Journal of Consumer Marketing

About the Author Dr. Adam Lindgreen is Professor of Strategic Marketing at the Business School at the University of Hull. He is the author of *Managing Market Relationships* (2008) and co-editor of *The Crisis of Food Brands: Sustaining Safe, Innovative and Competitive Food Supply* (2009) and of *The New Cultures of Food: Marketing Opportunities from Ethnic, Religious and Cultural Diversity* (2009). Dr. Michael Beverland is Professor of Marketing with the Royal Melbourne Institute of Technology with expertise in branding and consumer behaviour. Dr. Beverland is co-author of *Why Women Shop* (Wiley, 2005) Dr. Jo Atilde;laquo;lle Vanhamme is Associate Professor with the IESEG School of Management, Lille Catholic University'. She is co-editor of *The Crisis of Food Brands: Sustaining Safe, Innovative and Competitive Food Supply* (2009).