



# Imagineering: Innovation in the Experience Economy

*Gabriëlle Kuiper, Bart Smit*

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To survive in today's complex economies, it is imperative for companies to understand their consumers in terms of how and why they like to use their products. Distinction based on quality no longer provides competitive advantage. Imagineers use design methods to create meaningful experiences that connect consumers to brands, employees to companies and consumers to consumers. This book explains the background of the need for experiences and then focuses on how to design them. Bringing theory into practice for students of tourism marketing, event planning and business, it provides a window into the creative world of Imagineering.

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