

## The Experience Economy named one of The 100 Best Business Books of All Time

We were delighted when we heard that The Experience Economy is featured in Jack Covert and Todd Sattersten's new book as one of The 100 Best Business Books of All Time. It is truly an honor to be included in this list compiled by both the founder and also the CEO of 800-CEO-READ. (You can buy their book, and any of the 100 titles it features, via: <http://100bestbiz.com/>.)



The Experience Economy has proven to have remarkable longevity, continuing to find new readers after all these years. We still hear from people who, having recently discovered the book, tell us how it has enriched their understanding of their business enterprise and personal work. For each of these stories we hear, we know there are countless others who have a similar tale to tell. And we cannot help but wonder who else will yet benefit from reading The Experience Economy in years to come.

We know that many of you already own your very own copy of The Experience Economy. Our question to you: Who among your customers, colleagues, mentors, and friends - not yet familiar with our thinking - would benefit from receiving and reading The Experience Economy for the very first time?

We would appreciate it if you would give it some thought, and when you have identified that person, do consider sending him a copy of The Experience Economy. And while you're at it, we certainly encourage you to buy a copy of The 100 Best Business Books of All Time for yourself.

Wishing you the best,

Joe Pine & Jim Gilmore  
Co-authors, The Experience Economy and Authenticity  
Co-founders, Strategic Horizons LLP