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Bernd Schmitt Wikipedia

Bernd Herbert Schmitt is a professor of international business in the marketing department at Columbia Business School, Columbia University in New York. He is known for his research, books, speaking and consulting on customer experience , customer happiness, branding and innovation and for his work in Asia on Asian markets and consumers.

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Contents

By Bernd Schmitt Contents 1 Introduction 56 2 The Experience Concept 59 2.1 Experience in Philosophy and Psychology 60 2.2 Consumption Experience 61 2.3 Experience in Marketing Management 62 2.4 Di erences from Other Constructs 64 3 Key Concepts of Experience Marketing 66 3.1 Experiential Value 66 3.2 Types of Consumer Experiences 68 3.3 Ordinary and Extraordinary Experiences 71 3.4

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Bernd H Schmitt Author of Experiential Marketing

Bernd H. Schmitt is the author of Experiential Marketing (3.75 avg rating, 93 ratings, 5 reviews, published 1999), Big Think Strategy (3.37 avg rating, 8

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