



Infinite Possibility Creating Customer Value on the Digital Frontier (Chinese Edition)

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Currently, the advanced social economy from America to Europe mainly bases on the service economy, and continually expands to the experience economy. The Experience Economy is called the expanding of service economy after agricultural economy, industrial economy and service economy period. However, as more and more customers experience the world through digitization, the traditional economy of enterprises is facing great difficulties. The digital technology provides infinite opportunities if you want to create anything you want. We have provided 8 virtual and real experiences for readers, in the hope of presenting how to create value for customers.

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