UNPACKING THE EXPERIENCE ECONOMY.
AARRON SPINLEY, EXPERIENCE ANTHROPOLOGIST
SAP ASIA PACIFIC & JAPAN
JUST WHAT EXACTLY IS THE EXPERIENCE ECONOMY?
Will the universe cease to exist?
Is Elvis alive?
What is really going on in Area 51?
CONSUMER PRICE INDEX
1960 - 2010

CONSUMER PRICE INDEX
1960 - 2010

Source: Bureau of labor statistics; Lee S. Kaplan,
lee3Consultants.com.
CONSUMER PRICE INDEX
1960 - 2010

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CONSUMER PRICE INDEX
1960 - 2010

CONFIRMATION

DUNNING KRUGER

COGNITIVE DISSONANANCE
GMO’s Safe to Eat

Animal Research

Human Evolution

Childhood Vaccinations
of American republicans believe that Aladdin’s homeland of Agrabah, should be bombed.

41%
The Disruptor Model

Disruption Zone

New Value

Experience Data

Why

Operational Data

What
The Experience Economy is the prevailing drivers of economic value derived from societal behaviour.