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# X: The Experience When Business Meets Design



## Synopsis

Welcome to a new era of business in which your brand is defined by those who experience it. Do you know how your customers experience your brand today? Do you know how they really feel? Do you know what they say when you're not around? In an always-on world where everyone is connected to information and also one another, customer experience is your brand. And, without defining experiences, brands become victims to whatever people feel and share. In his new book *X: The Experience When Business Meets Design*, bestselling author Brian Solis shares why great products are no longer good enough to win with customers and why creative marketing and delightful customer service too are not enough to succeed. In *X*, he shares why the future of business is experiential and how to create and cultivate meaningful experiences. This isn't your ordinary business book. The idea of a book was re-imagined for a digital meets analog world to be a relevant and sensational experience. Its aesthetic was meant to evoke emotion while also giving new perspective and insights to help you win the hearts and minds of your customers. And, the design of this book, along with what fills its pages, was done using the principles shared within. Brian shares more than the importance of experience. You'll learn how to design a desired, meaningful and uniform experience in every moment of truth in a fun way including: How our own experience gets in the way of designing for people not like us Why empathy and new perspective unlock creativity and innovation The importance of User Experience (UX) in real life and in executive thinking The humanity of Human-Centered Design in all you do The art of Hollywood storytelling from marketing to product design to packaging Apple's holistic approach to experience architecture The value of different journey and experience mapping approaches The future of business lies in experience architecture and you are the architect. Business, meet design. *X*

## Book Information

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## Customer Reviews

There is so much good to say about this book. This is the rare book that you'll end up highlighting, sticky noting and filling notebooks with your ideas after reading it and then you'll promptly read it again. This is a hands on, get dirty kind of book, if you use it for more than intellectual entertainment you'll be busy for quite a while building a model that works. But, if you take the time to actually do the work, implement the findings and look at the feedback, you'll take your business to the next level. X is the one book I'll give to all my clients this year and that will be part of their required work with me. So if it is so great, what only four stars? I'll get to that. What I think X does best is connect experience and brand. We've all known for a long time that a brand is simply a collection of experiences that people have with a product or service that they can bring to mind but few are able to adequately make that connection intentional. This book is the roadmap to becoming the brand of choice, the brand of conversation, the brand of sharing, the brand people buy. It doesn't matter if you are a service company, a product company, brick and mortar or online, the principles all apply. Throughout the book you'll find many roadmaps that require you to actually do some work to come to the right conclusions for your business but you will if you do the work. The book is also full of well articulated case studies that show the outcome of the work for other companies, you'll find many you can relate to.

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