





































devices.”) What is different about the following chapters is that they do not rest on conventional business or economic assumptions but rather on some psychological, sociological, anthropological, and other social/behavioral science research and approaches. Cross-disciplines such as behavioral and sociological economics will emerge as basic. The rationale for this is the nature of what the business is attempting to sell, a quality experience worth paying for.

### **Why Is the Approach Useful?**

It provides analysis grounded in human experience rather than abstracted models. Practically, it offers one way to minimize failure and to beat the odds. It may also be the best way to develop the basis for experiences that attract clients and bring them back.

Let’s take a closer look at this in the next chapter.