EXPERIENCE IS THE MOST IMPORTANT THING IN BUSINESS. YET, MOST EXECUTIVES AND ENTREPRENEURS NEGLECT THE VALUE OF DESIGNING EXPERIENCES FROM THE ONSET. THEY TALK, BUILD, AND SELL AROUND IT, WHILE STILL MISSING IT. WITH X, YOU WILL LEARN THE IMPORTANCE OF EXPERIENCE AND HOW TO DESIGN EXPERIENCES. WHY? BECAUSE EXPERIENCE IS EVERYTHING. EXPERIENCE IS HUMAN. EXPERIENCE IS SENSORY. THAT'S WHY THE FUTURE OF BRANDING IS EXPERIENCE ARCHITECTURE. IT'S PERSONAL. IT'S CULTURALLY AND CONTEXTUALLY RELEVANT. IT'S ASPIRATIONAL. AS YOU READ THIS BOOK YOU'LL QUICKLY REALIZE THAT IT'S INTENDED TO DELIVER A THOUGHTFUL AND INTENTIONAL EXPERIENCE. AND THAT'S THE POINT.

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