**Session 1**

Meyer and Schwager 2007 Understanding Customer Experience

Palmer 2010 Customer experience management - a critical review of an emerging idea

Schmitt 1999 Experiential Marketing

**Session 2**

Caru and Cova 2003 Revisiting consumption experience A more humble but complete view of the concept

Jain 2017 Customer experience – a review and research agenda

**Session 3**

Siebert 2020 Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals

Hamilton and Price 2019 Consumer Journeys: Developing Consumer-Based Strategy

**Session 4**

Edelman and Singer 2015 Competing on Customer Journeys

Folstad and Kvale 2018 Customer Journeys: A Systematic Literature Review

**Session 5**

Court 2017 The new battleground for marketing-led growth

Homburg 2017 Customer experience management: toward implementing an evolving marketing concept

**Session 6**

Trischler 2018 A designerly way of analyzing the customer experience

Lemon and Verhoef 2016 Understanding Customer Experience Throughout the Customer Journey

**Session 7**

Kranzbuhler 2017 The Multilevel Nature of Customer Experience Research: An Integrative Review and Research Agenda

Kuehn 2019 Effective Customer Journey Design: Consumers’ Conception, Measurement, and Consequences

**Session 8**

Frow and Payne 2007 Towards the ‘Perfect’ Customer Experience

Verhoef et al 2009 Customer Experience Creation: Determinants, Dynamics and Management Strategies

**Session 9**

Bleier 2019 Creating Effective Online Customer Experiences

Becker 2020 Customer Experience: Fundamental Premises and Implications for Research

***EXTRA READINGS***

Schmitt 2012 10 Rules for Successful Experiential Marketing

Bosker, Bianca (2017), “Why Tinder Has Us Addicted: The Dating App Gives You Mind-Reading Powers,” HuffPost (December 6), <https://www.huffpost.com/entry/tinder-dating-app_n_3044472>.

Scott, Rebecca, Julien Cayla, and Bernard Cova (2017), “Selling Pain to the Saturated Self,” Journal of Consumer Research, 44 (1),22–43.

Voorhees 2017 Service Encounters, Experiences and the Customer Journey: Defining the Field and a Call to Expand Our Lens

Newman 2015 <https://www.forbes.com/sites/danielnewman/2015/10/13/customer-experience-is-the-future-of-marketing/>

Richardson, A. (2015). Great UX doesn’t guarantee a great customer experience. Harvard Business Review

Rawson, A., Duncan, E., & Jones, C. (2013). The truth about customer experience.

**THINGS TO WATCH**

The Social Dilemma (Netflix)