

Experience marketing from a teaching and learning perspective [Online resource]

Leppiman, Anu; Riivits-Arkonsuo, Iivi Proceedings of 16th International Marketing Trends Conference, 16th IMTC 2017 2017 / 10 p <http://archives.marketing-trends-congress.com/2017/index.html>

Understanding experience marketing : conceptual insights and differences from experiential marketing [Electronic resource]

Same, Siiri The 11th International Marketing Trends Conference Proceedings 2012 / p. 1-23 [CD-ROM]