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# An Introduction to the ExBased Tool Kit

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The purpose of the tool kit is to provide the business consultants with a range of materials relating to the experience economy to support them in their work with SMEs

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The tool kit contains

- A Handbook
- Case studies
- Tools for leading workshops and exercises
- Recommended Reading

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## The Handbook

This has been designed to provide a simple and easy to use introduction to the Experience Economy

for consultants and for businesses.

It refers to some of the Case Studies and introduces some of the Tools.

It is an excellent starting point.

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## Case Studies

The case studies have been developed by the project partners

They provide examples of a range of businesses that have used aspects of the experience economy in their business development

Sometimes the business was aware of the concept of the experience economy; sometimes it was acting instinctively

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Using the tool kit

When the consultant is planning to work with a business s/he might select case studies from the tool kit which will help to explain or illustrate aspects of the experience economy

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For example, the consultant may be working with an established business that is seeking to change its image so that it can appeal to a more contemporary market....

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The VIPP case study is ideal. It tells the story of a daughter who took over her parents' pedal bin business in 1993 and took less than 15 years to turn it into must-have item rewarding the company with a 163% increase in turnover.



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Tools and exercises

In the tool kit there are also some tools which can be used for

- stimulating creative thinking
- helping businesses to think innovatively
- working up creative ideas into business propositions

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The tool kit is located at: [www.exbased.eu](http://www.exbased.eu)



The ExBased project is co-financed by the European Commission's Lifelong Learning Programme.  
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