

## Trade Tales: Decoding Customers Stories

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### Abstrak

Trade Tales, Advances in Culture, Tourism, and Hospitality Research, Volume 14 describes and explains HSDs. Volume 14 includes 26 original firstperson customer experience stories of problems/opportunities and outcomes, with most stories including customer and sales/service associate dialogues. The volume includes experiential exercises for the reader to hone her/his skills in managing HSDs – a multiple-choice exercise following each story. The exercises ask the reader to select a solution to the problem/opportunity in the story. Each chapter includes a story, offers a learning exercise, and both surface and deep assessments of plot, climax, and outcome of the story as well as a critical review (an arm’s length independent review by a researcher of the story). This volume describes customers’ reports of the big and little things that happen when customers and sales/service associates talk and co-create a buying and/or consumption and selling–service experience