

Making Meaning: How Successful Businesses Deliver Meaningful Customer Experiences

Steve Diller, Nathan Shedroff, and Darrel Rhea. Berkeley, CA: Peachpit Press, 2006. 140 pages.

Reviewed by Marina Lin, Illinois Institute of Technology, Chicago

A BROADBAND COMPANY combines Internet, telecommunications, and cable television to “deliver your world to you.” A home appliances company advertises its new washer and dryer as products beautifully designed not only to carry out their basic uses but also to decorate the home and function with minimal environmental impact. These companies do more than simply mass produce products and make a profit; their intention is to create meaningful experiences for their customers. According to *Making Meaning* by Steve Diller, Nathan Shedroff, and Darrel Rhea, a meaningful experience with a product does not occur when a consumer uses a product; a meaningful experience occurs when a product becomes part of and improves the consumer’s life. For a teenage girl, a meaningful experience might occur when a new service lets her and her friends download and listen to music together, thus developing a sense of community for her. A meaningful experience is apparent when, for example, a man talks about his relationship with a soft drink in the same way he talks about his wife.

Making Meaning establishes that the practice of creating meaningful products and services should be a deeply rooted corporate belief and that the practice should be pervasive throughout all departments of a corporation. In other words, a commitment to making meaning should be real, not just part of an image that is projected to the

Making Meaning How Successful Businesses Deliver Meaningful Customer Experiences

J Rink



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