

Key words: *experience economy, experiential marketing, experiential management, transmodern thinking, transdisciplinarity, EMMY*

Abstract: The Experience Economy is a concrete form of the New Economy. Together with Experiential Marketing, the Experience based Management (EBM) is a quite specific way of adapting the human action to the new economic, political and moral environment. The term is not largely used yet, but it may open a new direction of (re)thinking the managerial techniques of the Information Era and Knowledge based economy. It is about a new vision of the managerial theories and practices that are better fitted with the very dynamic, complex, and globalized economy. The author is in favour of a holistic, transdisciplinary, post/trans/ modern, triadic, and information & emotion based leadership and management. Essentially, the new vision put a strong accent on the neuronal, psychological and behaviourist dimensions of leading people in contemporary learning organizations. Creating meaningful experiences for the managerial team and organization members should be learned and applied especially in high information level companies. End Means Methodology (EMMY) is used at the practical side of the paper. Last but not least, the humanistic, cultural and mercantile dimensions are considered to be harmonized and made moral.