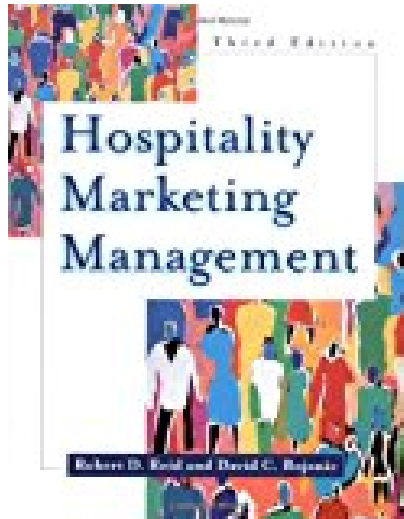


Hospitality Marketing Management 3rd Edition



BOOK DETAILS

- Author : Robert D. Reid
- Pages : 464 Pages
- Publisher : Wiley
- Language : English
- ISBN : 0471354627

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BOOK SYNOPSIS

Updated, expanded, and filled with new material and fresh learning tools! This fully updated and expanded Third Edition of Hospitality Marketing Management features plain language explanations, demanding exercises, and solid reinforcement of underlying theory to give students a firm grasp of the fundamentals as they explore the intricacies of marketing in this complex and rapidly growing industry. Each chapter begins with clearly defined learning objectives and ends with a summary that links, point-by-point, to these initial objectives. Highly focused, application-oriented presentations encourage learning-by-doing to the fullest extent possible. Many chapters feature step-by-step models and processes that students follow to develop marketing plans, evaluate marketing research, develop sales forecasts, plan sales presentations, and other important marketing activities. Other outstanding new features of this invaluable text include: Marketing Action Now! sections in each chapter that allow students to apply theoretical concepts to real-world situations A new chapter on developing new products and services with an emphasis on the product development process and branding A new chapter on product-service mix strategy focusing on the product life cycle, resource allocation, and managing supply and demand A new chapter on distribution and electronic commerce that addresses the use of new technologies in delivering hospitality and travel services New discussion of ethical issues in such areas as research, advertising, personal selling, and pricing Expanded travel and tourism marketing examples, such as rental car companies, airlines, tourist attractions, and tourism bureaus With cutting-edge information and a strong emphasis on real-world applications, Hospitality Marketing Management, Third Edition gives aspiring hospitality professionals the knowledge, experience, and confidence they will need to meet the challenges of this dynamic and rewarding industry.

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