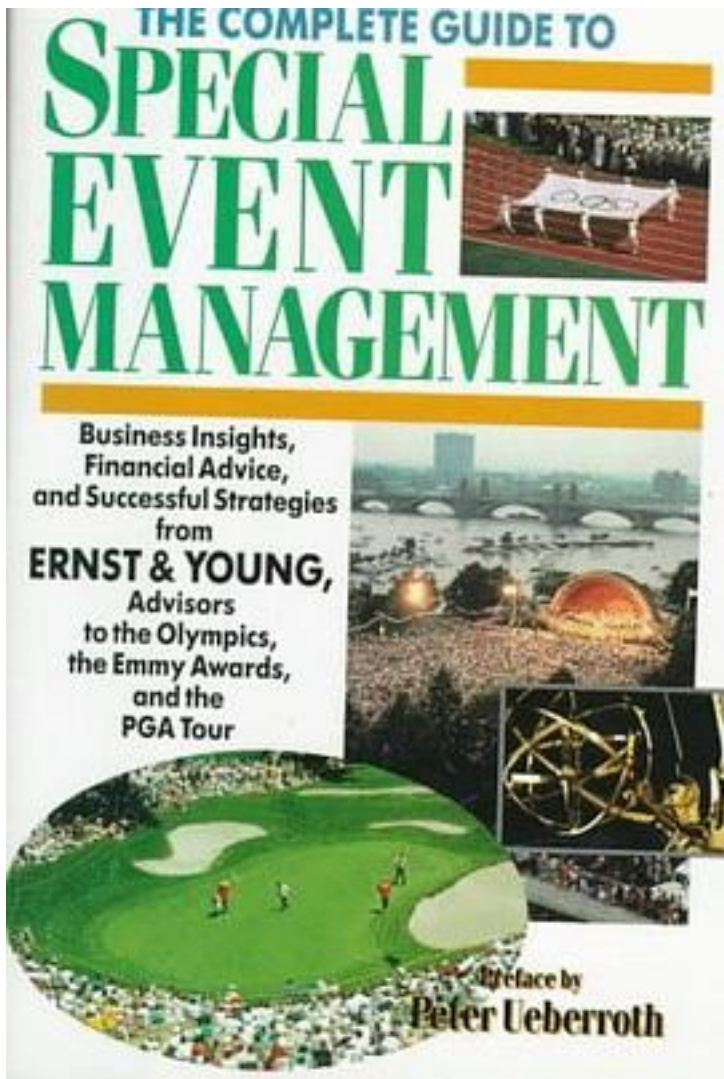


The Complete Guide to Special Event Management



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Produced by the advisors to the Nobel Peace Prize and the 1984 Olympics, it offers practical event management and marketing advice plus anecdotes in an easy-to-read format. Precisely explains how to build image recognition through sponsoring diverse sizes and types of events ranging from entertainment to sports. Covers every stage of marketing, logistics, finance, concessions and public relations.

作者介绍:

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