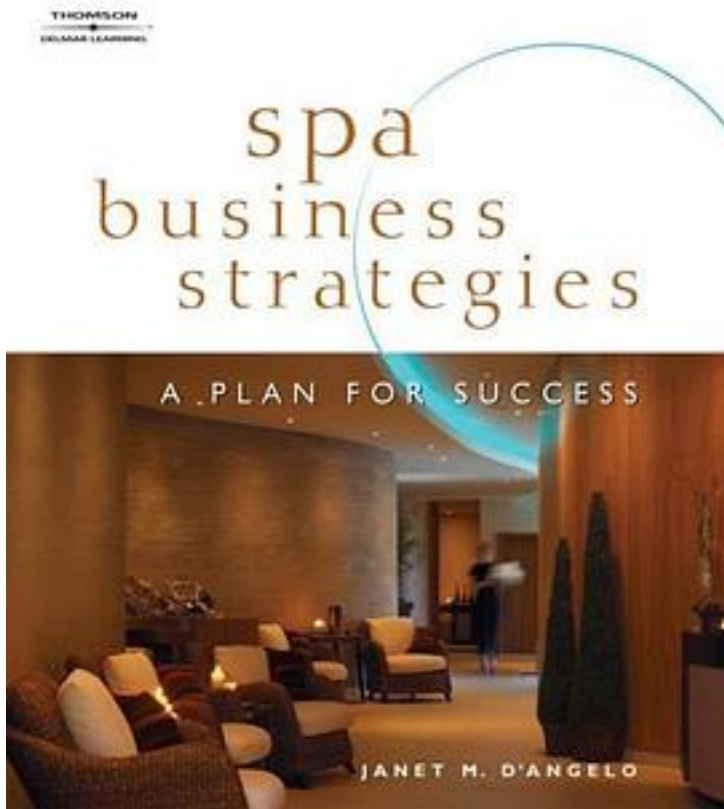


# Spa Business Strategies



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出版者:Milady

出版时间:2005-11-29

装帧:Paperback

isbn:9781401881641

Spa Business Strategies: A Plan for Success is a unique, must-have resource for any professional who wants to learn more about the business and marketing strategies vital to owning and operating a day spa. This book takes a thoughtful and interactive approach to the subject matter, and the easy-to-read language and user-friendly format provide the spa owner, manager, or potential spa owner with an opportunity to tackle some of the more important tasks necessary to develop successful business

practices. Important business concepts such as marketing, financing, utilizing technology, promoting sales, improving communication, and developing excellent customer service skills are discussed, among others. The author uses thought-provoking questionnaires, targeted worksheets, and practical examples to illustrate key concepts. The text is also focused on encouraging the day spa owner or manager to develop critical thinking skills that will promote solid business practices and sustain the continued growth of the day spa industry over time.

作者介绍:

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