

Wedding Planning and Management



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Wedding Planning and Management provides a comprehensive introduction to the

planning and management of weddings. Looking through an event management lens, Maggie Daniels and Carrie Loveless thoroughly explore the foundations, practice, and business of wedding planning. They include over 50 case studies, provide planning checklists, and set standards for best practice. The emphasis on diversity encompasses traditions from cultures around the globe.

The book is designed so that consultants, brides, grooms, vendors, scholars, and those simply fascinated by weddings can appreciate and apply the material. Visually stunning with over 150 images captured by award winning photojournalist Rodney Bailey, the full color pages lavishly illustrate concepts and spark the imagination.

- * The first textbook on wedding consulting, with pedagogical features like introduction of theory, illustration through case studies, worksheets, checklists

- * Places wedding planning and management into a larger events management context

- * Provides practical resources and best practices for wedding consulting

作者介绍:

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标签

设计

评论

读的是第二版 14年印刷 理论+案例分析+总结 以西方婚礼为主例 典型的我校用的教科书 所以看得麻木 三星半

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