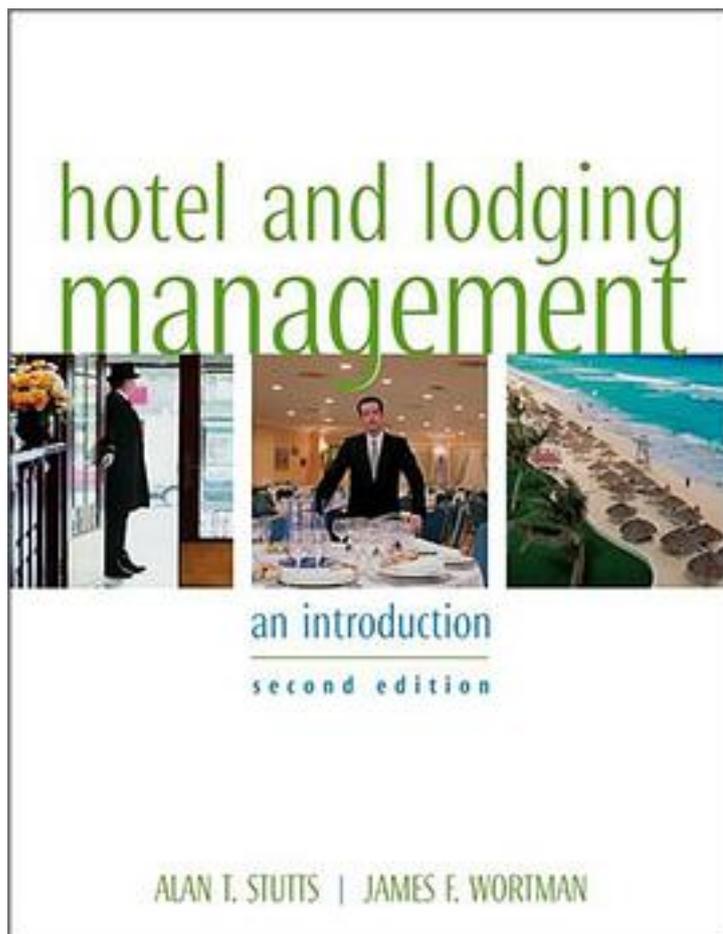


# Hotel and Lodging Management



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著者:Stutts, Alan T./ Wortman, James F.

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Hotel and Lodging Management, Second Edition prepares readers to succeed as

managers in the hotel and lodging industry, while developing a solid foundation for a long and successful career. This comprehensive resource combines detailed presentations of each department in a hotel or lodging establishment along with a close examination of organizational structure and the interdependent relationship among departments. This updated Second Edition presents: New, completely updated chapters on human resources and the sales and marketing departments Up-to-date case studies reflecting the latest management trends and issues Profiles of industry pioneers working at all types of properties, from small motels to five-star hotels New sections on yield management, lodging environments, franchise companies, and management organizations Hotel and Lodging Management, Second Edition is a comprehensive tool to help readers develop the understanding, knowledge, and skills to be tomorrow's management leaders.

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