

Hospitality Marketing



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出版者:Oxford : Butterworth-Heinemann

出版时间:1996-2

装帧:

isbn:9780750626880

"Hospitality Marketing" is a no-nonsense, practical book which has been revised and adapted for a wider market, including European and international examples. It shifts the major emphasis of hospitality marketing onto building a business from the inside

by word-of-mouth rather than relying mostly on the endeavours of outside promotion. Hospitality marketers are encouraged to build a customer base by constantly improving the customer's experiences at the point of sale. "Hospitality Marketing" aims to help you direct your decisions concerning marketing strategies towards what happens to and for the customers. This book is packed with international examples of good practice. It contains questions for discussion or revision. It includes lists of options for application of theory.

作者介绍:

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