DESCRIPTION

The main objective when marketing any product is to make your product attractive to potential customers and/or a particular market. In hospitality specifically, marketing refers to the process of how a restaurant, hotel, travel business, or resort can sell itself in a competitive marketplace. As marketing becomes increasingly important to the success of today's businesses, this book provides future hospitality professionals with an important career-building resource for virtually every area of the field. *Marketing Hospitality* is appropriate for Introductory Hospitality Marketing courses that provide the basic foundations of marketing theory and applications.

ABOUT THE AUTHOR

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