Hospitality Marketing Management, 6th Edition
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DESCRIPTION

Hospitality Marketing Management, 6th Edition explores marketing and themes unique to hospitality and tourism. The 6th edition presents many new ideas along with established marketing principles, exploring not only the foundations of marketing in the hospitality world but also new trends in the industry.

ABOUT THE AUTHOR

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NEW TO EDITION

• New Chapter 2, on the marketing environment and sustainability. In keeping with current industry trends, a new chapter has been written to combine the components of the external marketing environment and sustainability practices in hospitality and tourism.

• More coverage of the Internet and technology. In this edition, the added coverage of the Internet and technology was continued, including a section on social media under advertising and promotion.

• More coverage of the tourism industry within each chapter. The book now covers destination marketing in the introduction chapter, the information systems for marketing decisions chapter, the new product development chapter, the product management chapter, and the sales promotions and public relations chapter. In addition, there are new cases related to tourism.

• More coverage of international marketing. The importance of a global economy directly affects the hospitality and tourism industry. As in past editions, an effort was made to provide more international examples and references throughout the book to illustrate this trend.

• New case studies. Fourteen new case studies were added to this edition, and each chapter now contains two case studies.

FEATURES

• Takes an applied approach to exploring the foundations of marketing in the hospitality industry and its unique themes.

• Explores the rapidly evolving world of ecommerce and its impact on hospitality marketing.

• Provides insight into consumer behavior and how firms can segment markets and target customers.

• Identifies strategies for promotion in the hospitality industry.

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