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Hospitality Marketing 3rd Edition

An Indispensable Guide to Successful Marketing in the Hospitality Industry Philip Kotler, one of the world's foremost authorities on marketing, along with hospitality marketing experts John Bowen and James Makens, bring their knowledge of the hospitality industry to the pages of Marketing for Hospitality and Tourism, Third Edition.

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This 3rd Edition has been updated to include: Coverage of hot topics such as use of technology and social media, power of the consumer and effect on decision making, innovations in product design and packaging, ethical marketing and sustainability marketing

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Hospitality Marketing (3rd ed.) by Bowie, David (ebook)

Combining marketing theory with a strong practical emphasis on industry applications, Marketing Hospitality, Third Edition offers superior coverage of marketing as an integral part of operations, especially at the unit level. Beginning with an overview of hospitality marketing, products, and services, it guides readers through the basics of marketing research, segmentation, and targeting, as well as branding, distribution, location, pricing, and communication.

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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 ...

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Marketing Hospitality, 3rd Edition. Cathy H. C. Hsu, Tom Powers. ISBN: 978-0-471-34885-6 June 2001 384 Pages. Out of stock Hardcover AUD \$200.00. Description. This book covers the basic theory and practice of hospitality marketing. It thoroughly discusses strategy, marketing planning and marketing organization.

Marketing Hospitality, 3rd Edition | Wiley

This introductory textbook shows you how to apply the principles of marketing within the hospitality industry. Written specifically for students taking marketing

modules within a hospitality course, it contains examples and case studies that show how ideas and concepts can be successfully applied to a real-life work situation.

Hospitality Marketing | Taylor & Francis Group

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