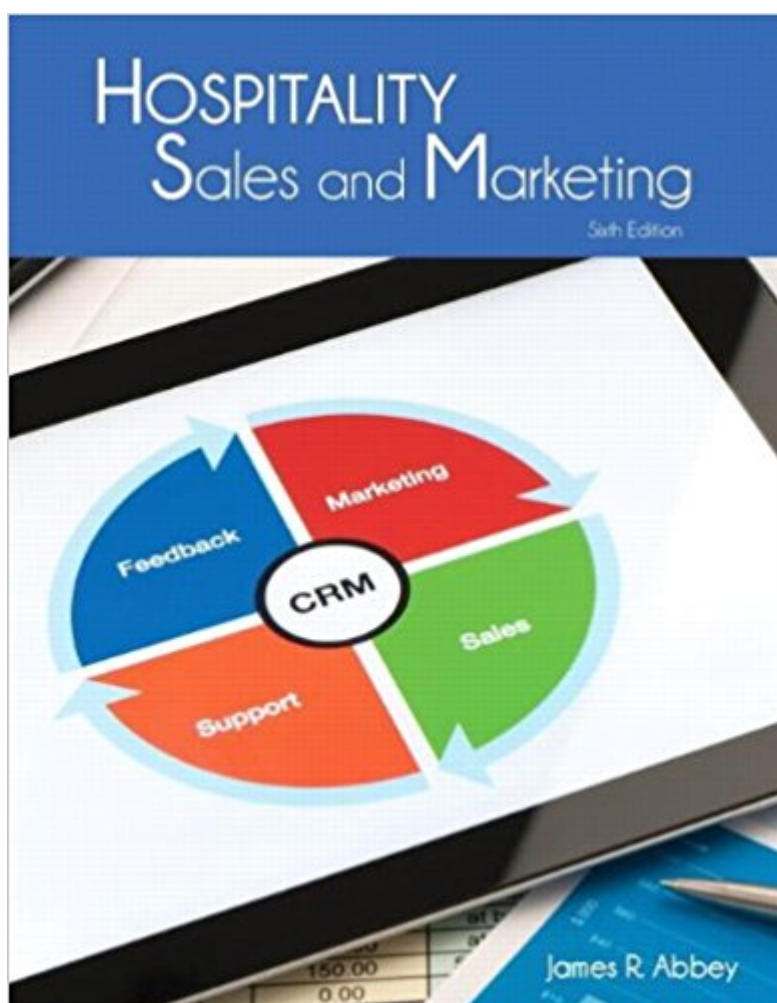


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Hospitality Sales And Marketing With Answer Sheet (AHLEI) (6th Edition) (AHLEI - Hospitality Sales And Marketing)



Synopsis

In today's highly-competitive hospitality market, it is essential to have an understanding of sales and marketing. Hospitality Sales and Marketing goes beyond theory to focus on a customer-oriented and practical approach for effectively marketing hotels and restaurants. The book explores the "four Ps" (price, product, promotion, and place) as they relate to specific market segments, providing a customer-focused perspective. Illustrations and exhibits include industry examples (forms, checklists, advertisements, etc.) that are used by today's industry leaders to effectively market their properties.

Book Information

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Never read it but sure was nice to have it when asked my prof.

Great Book by AH&LA no less. Teacher referenced the book only for details and tests but book complemented the class as a whole.

nice book

Excellent !!!!

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