



## Hospitality Marketing Management (4th Revised edition)

By Robert D. Reid, David C. Bojanic

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Hospitality Marketing Management (4th Revised edition), Robert D. Reid, David C. Bojanic, This is a core marketing text specifically geared for the hospitality student. It covers the major principles of marketing with a practical, applications oriented approach, rather than traditional marketing texts found in the business programs that focus on a lot of theory. It: includes coverage of tourism marketing; features new material on marketing technology and its implications in the hospitality industry; offers international coverage; and, provides new, applications approach to the discipline of marketing.

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