



Hotel Llama: Essays in Hotel Marketing and Management (Hardback)

By Larry Mogelonsky

AUTHORHOUSE, United States, 2014. Hardback. Book Condition: New. 234 x 155 mm. Language: English . Brand New Book ***** Print on Demand *****.Why You Need This Book The hotel world is evolving. The proliferation of new mobile technologies, online travel agencies, social media and third-party review websites represent four great disruptors for any hotelier s business. And these are just the tip of the iceberg. Customer behavior is changing too rapidly for traditional hospitality marketing and operations textbooks to keep up. The modern traveler is highly intelligent and incredibly discerning when it comes to hotel purchases. In order to understand this consumer revolution, you must arm yourself with the latest resources. Enter Hotel Llama, the third book in the series written to give hoteliers the best tools in their arsenal to prosper in these changing times. This is not an introductory textbook on the hospitality industry, but rather a compilation of selected topics that highlight both modern success stories as well as the blunders to avoid. This book will strengthen your management skills by explaining many of the sales, marketing, branding, technological and psychological principles at work behind such contemporary facets of hotel operations as proper website design, channel distribution...



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