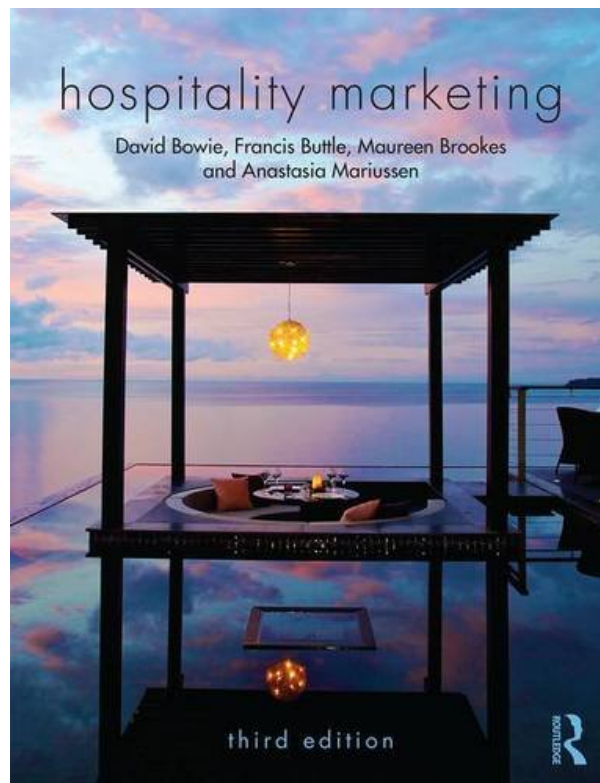
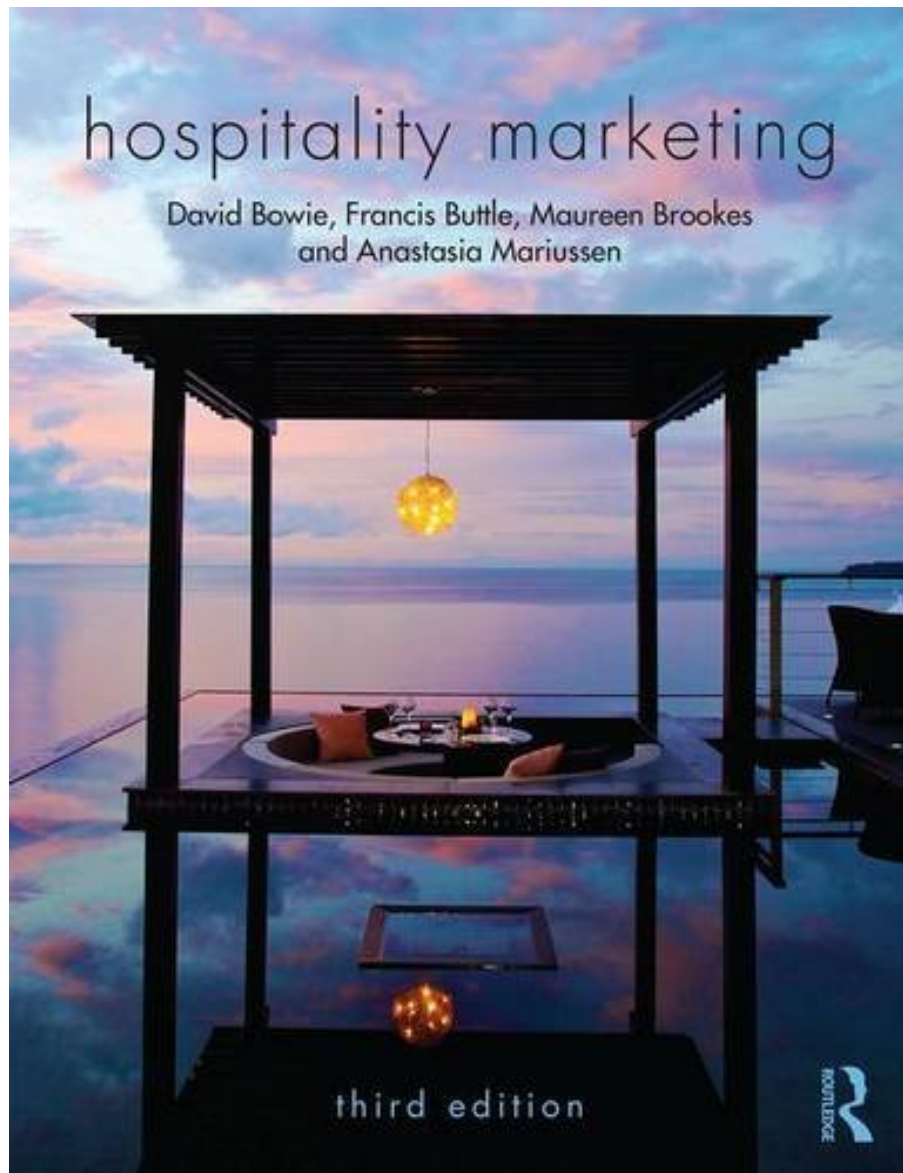


# **HOSPITALITY MARKETING BY DAVID BOWIE, FRANCIS BUTTLE, MAUREEN BROOKES, ANASTASIA MARIUSSEN**



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As one of the home window to open up the brand-new world, this *Hospitality Marketing By David Bowie, Francis Buttle, Maureen Brookes, Anastasia Mariussen* offers its incredible writing from the author. Published in among the preferred publishers, this book *Hospitality Marketing By David Bowie, Francis Buttle, Maureen Brookes, Anastasia Mariussen* becomes one of the most needed books lately. Really, guide will not matter if that *Hospitality Marketing By David Bowie, Francis Buttle, Maureen Brookes, Anastasia Mariussen* is a best seller or otherwise. Every publication will still give finest resources to obtain the user all finest.

## **Review**

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## **About the Author**

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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. It emphasizes topical issues such as sustainable marketing, corporate social responsibility and relationship marketing. It also describes the impact that the internet has had on both marketing and hospitality, using a variety of tools including a wide range of internet learning activities.

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
  - Updated online resources including: power point slides, test bank of questions, web links and additional case studies
  - New and updated international case studies looking at a broad range of hospitality settings such as restaurants, cafes and hotels
  - New discussion questions to consolidate student learning at the end of each chapter.
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