

# Hospitality Marketing Management 5th Edition

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the book is primarily intended for use as a college textbook for teaching project management at the advanced undergraduate or master s level the text is appropriate for classes on the management of service product engineering projects as well as information systems is thus we have included some coverage of material concerning information systems and how is projects differ from and are similar to regular business projects the authors draw upon their personal experiences working with project managers and on the experience of friends and colleagues who have spent much of their working lives serving as project managers in the real world thus in contrast to the books that are about project management this book teaches students how to do project management project management a managerial approach 5e addresses project management from a management perspective rather than a cookbook special area treatise or collection of loosely associated articles it addresses the basic nature of managing all types of projects public business engineering information systems and so on as well as specific techniques and insights required to carry out this unique way of getting things done it deals with

the problems of selecting projects initiating them and operating and controlling them it discusses the demands made on the project manager and the nature of the manager's interaction with the rest of the parent organization it covers the difficult problems associated with conducting a project using people and organizations that represent different cultures and may be separated by considerable distances it even covers the issues arising when the decision is made to terminate a project

in 2013 the world tourism organization reported that more than one billion international overnight tourist trips occurred globally during the previous year aside from the impressive number the achievement was even more remarkable given the lingering effects of the global financial crisis

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