

Marketing Management Kotler Second European Edition

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the international encyclopedia of hospitality management is the definitive reference work for any individual studying or working in the hospitality industry there are 185 hospitality management degrees in the uk alone this new edition updates and significantly revises twenty five per cent of the entries and has an additional twenty new entries new online material makes it the most up to date and accessible hospitality management encyclopedia

on the market it covers all of the relevant issues in the field of hospitality management from a sectoral level lodging restaurants food service time share clubs and events as well as a functional one accounting and finance marketing strategic management human resources information technology and facilities management its unique user friendly structure enables readers to find exactly the information they require at a glance whether they require broad detail that takes a more cross sectional view across each subject field or more focused information that looks closely at specific topics and issues within the hospitality industry today

defining management charts the expansion of management as an idea and practice from a time when it was limited to churches and households to its current ubiquity focusing in particular on the role of business schools consultants and business media in this process how did an entire industry develop around business schools consultants and business media who are now widely considered the authorities regarding best management practice this book shows how these actors on their own and in interaction became taken for granted and gained such definitional power over management and managers expanded across the globe from often modest and not always respected origins and impacted and continue to impact businesses and increasingly the broader economic and social context building on extant and some new research the book is unique in bringing together issues and actors that have been examined elsewhere separately any student or professional of management interested in the evolution of their field or the rise of business schools consultants and business media will find this book both novel and thought provoking

containing more than 250 entries this unique and ambitious work traces the development of management thinking and major business culture in north america entries range from 600 words to 2500 words and contain concise biographical detail a critical analysis of the thinkers doctrines and ideas and a bibliography including the subject s major works and a helpful listing of minor works

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