

Events Management: An International Approach



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(Alphonso Flatley IV)

EVENTS MANAGEMENT: AN INTERNATIONAL APPROACH



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SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Events Management: An International Approach, Paul James Kitchin, Nicole Ferdinand, Events Management: An International Approach provides students with the knowledge and skills needed to pursue a career in Events Management and to pass an Events Management course with flying colours. Covering key issues such as fundraising, sponsorship and globalization, this text addresses the challenges and examines the realities of events management in an international context. A wide range of case studies and examples look at sporting, music, catering and fundraising events across the UK, Europe, Asia, Australia and the Middle East. Key features include: - Comprehensive coverage of all the most common types of events - An international approach, drawing on a wide range of cases from around the world - Extensive pedagogical features such as Diary of an Event Manager - A companion website offering a full Instructor's Manual, PowerPoint slides, additional case studies and links to SAGE journal articles This book is essential reading for all undergraduate and postgraduate students studying Events Management.



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