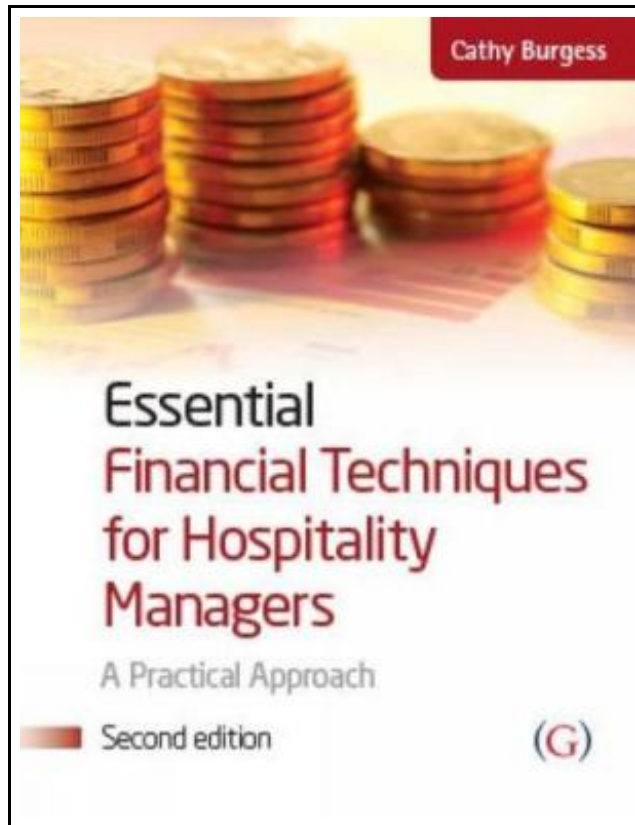


Essential Financial Techniques for Hospitality Managers: A Practical Manual (2nd edition)



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Reviews

Very helpful for all class of people. Sure, it is actually play, nonetheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Carole McClure)

ESSENTIAL FINANCIAL TECHNIQUES FOR HOSPITALITY MANAGERS: A PRACTICAL MANUAL (2ND EDITION)



Goodfellow Publishers Limited. Paperback. Book Condition: new. BRAND NEW, Essential Financial Techniques for Hospitality Managers: A Practical Manual (2nd edition), Cathy Burgess, The second edition of Essential Financial Techniques for Hospitality Managers: a practical approach remains a user friendly and hands-on introduction to finance and accounting in the hospitality industry. This fully revised and updated edition continues to be a must-have text for all students of Hospitality and a companion for all managers and employees, and allows them to put their learning into practice to achieve immediate results. Updated throughout with extensive new material especially in the fields of managing revenue and the use of spreadsheets, it covers a vast range of sectors (including hotels, restaurants, contract catering, leisure tourism, events, cruise ships and theme parks). In a 'non-threatening' manner and using a step-by-step approach, it enables students, employees and managers in all areas of the hospitality to: * Understand why the 'bottom-line' is important - and how small actions can have big effects; * Contextualise the theory with case studies and examples using 'real life' scenarios; * Use key management techniques to control their area of the business; * Calculate the effect of their actions on a range of areas of the business. Each chapter has a full set of learning features, such as bulleted objectives and summaries, case studies and examples, review questions and activities. Accompanying the text is a suite of online resources including self test multi-choice questions to evaluate understanding, links to further resources and solutions to exercises in the text .



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