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Pearson Education (US), United States, 2012. Paperback. Book Condition: New. 2nd Revised edition. 214 x 149 mm. Language: English. Brand New Book. Appropriate for HOSPITALITY RESTAURANT MARKETING courses within Culinary Arts and Hospitality Management departments. This text focuses on HOSPITALITY RESTAURANT MARKETING topics. It includes essential content plus learning activities, case studies, professional profiles, research topics and more that support course objectives. The text and exam are part of the ManageFirst Program(R) from the National Restaurant Association (NRA). This...

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