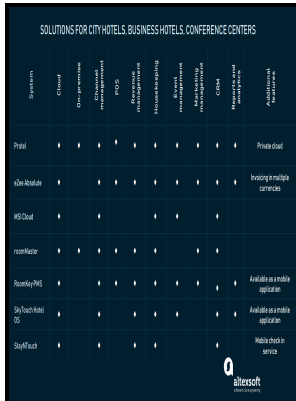


Hotel and food service marketing - a managerial approach

Holt, Rinehart and Winston - service marketing presentation on Hotel



Description: -

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Marketing.
Caterers and catering.
Hotel management. Hotel and food service marketing - a managerial approach
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The food category grew at a rate of 7% last year, according to the Automatic Merchandiser. Staying Current Feasibility studies are often conducted long before construction actually takes place for newly constructed facilities or a new operation is opened in an existing building. From the prime segment of contact, generally the network or website, to distribution of the good or service.

Service Quality & Customer Satisfaction In The Hotel Industry

Maureen Brookes is a Reader in Marketing and a Teaching Fellow within the Oxford School of Hospitality Management at Oxford Brookes University, UK.

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