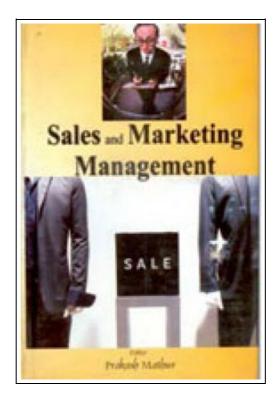
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2006. Hardcover. Condition: New. 264 In hospitality sector, marketing refers to the process of how a restaurant, hotel, travel business, or resort can sell itself in a competitive marketplace. Hospitality sales involves most or many of the following activities, including cultivating prospective buyers in a market segment; conveying the features, advantages and benefits of the products or service to the lead and so on. Effective management of sales and marketing are key to the success of the today s hospitality business. This book provides future hospitality professionals with an important career-building resource for the virtually every area of the field. It covers the major principles of marketing with a practice al, applications oriented approach, rather than traditional marketing texts found in the business programmes that focus on a lot of theory. It features new material on marketing technology and it s implications in the hospitality industry. It is hoped that this book will be an appropriate reference tool for introductory hospitality marketing courses that provide the basic foundation of marketing theory and applications. About The Author:- Prakash Mathur, a senior management consultant and a renowned teacher, did his MBA degree in London. He has been teaching management at the post-graduate level for the last two decades. His fields of specialization are personnel and production management, and marketing and business administration. He has participated in many national as well as international conferences on management and business administration. He is the author of many outstanding books and has published more than fifty-five research papers in professional journals of repute. Contents:- Contents: Preface: Hospitality Marketing: Modern Marketing strategies: Sales Management: Marketing and Brand Management: Internal Marketing: Telemarketing: Web-based Marketing: E-Commerce and Hospitality Network: Advertising and promotion: Growth in Hospitality Services:...



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