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EVENT MANAGEMENT: HOW TO APPLY BEST PRACTICES TO SMALL SCALE EVENTS



Diplomica Verlag Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 270x190x mm. Neuware - Event management is a ubiquitous word in modern society. The word is used for small business breakfasts, large corporate shows and also for big international sport events, such as the Olympic Games. We all have an idea of what management is, but what is an event This question and the theories behind the dynamic event industry are summarized in this book. Ultimately, the book combines a range...

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- Authored by Sven Damm
- Released at 2011



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