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Introduction To Management In The Hospitality Industry (Tenth Edition)

By Clayton W. Barrows, Tom Powers, Dennis Reynolds

Wiley India Pvt. Ltd, 2012. Softcover. Book Condition: New. 5th or later edition. Introduction to Management in the Hospitality Industry, 10th Edition gives readers the industry know-how and the management skills needed to thrive in all aspects of the field, from food service to lodging to tourism. The Tenth Edition of Introduction to Management in the Hospitality Industry features both historical perspectives and discussions of new trends in a variety of sectors. This book has the most thorough coverage of the hospitality industry, covering food service, lodging, and travel and tourism, hospitality careers, and hospitality management. Upon successful completion of this text, readers will have a strong grasp of the many facets of the hospitality industry. Special Features Six chapters devoted to management topics, with examples and case studies The classic introductory textbook for hospitality majors, and the book that "taught the teachers" the subject Used in survey course where instructors cover management topics Comprehensive treatment of the entire hospitality industry, and thoroughly updated to reflect the latest trends in the lodging, food service, and travel/tourism industries Learning objectives, summaries, review questions, key terms concepts are contained in each chapter Industry Practice Notes take a closer look at specific trends...



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