



Hospitality Marketing

Neil Wearne, Alison Morrison

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Hospitality Marketing is a no-nonsense, practical book which has been revised and adapted for a wider market, including European and international examples. It shifts the major emphasis of hospitality marketing onto building a business from the inside by word-of-mouth rather than relying mostly on the endeavours of outside promotion.

Hospitality marketers are encouraged to build a customer base by constantly improving the customer's experiences at the point of sale. Hospitality Marketing aims to help you direct your decisions concerning marketing strategies towards what happens to and for the customers.

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