

Get Book

MARKETING DESTINATIONS AND VENUES FOR CONFERENCES, CONVENTIONS AND BUSINESS EVENTS (PAPERBACK)



Taylor Francis Ltd, United Kingdom, 2016. Paperback. Condition: New. 2nd New edition. Language: English . Brand New Book. Marketing Destinations and Venues for Conferences, Conventions and Business Events introduces students to key areas of marketing and promotion that are essential if destinations are to compete successfully in the rapidly expanding global business event sector. It achieves this by looking at issues surrounding business event marketing, strategic planning, destination and venue selling strategies and future challenges. The 2nd Edition has also...

Read PDF Marketing Destinations and Venues for Conferences, Conventions and Business Events (Paperback)

- Authored by Tony Rogers, Rob Davidson
- Released at 2016



Filesize: 2.48 MB

Reviews

Definitely one of the best ebook We have actually read through. I am quite late in start reading this one, but better then never. I am effortlessly will get a pleasure of looking at a written publication.

-- **Prof. Margot Sanford**

This publication is amazing. This really is for all those who statte there had not been a well worth reading through. I am just happy to explain how this is actually the greatest ebook we have read through inside my very own daily life and might be he greatest book for ever.

-- **Antonia Romaguera**

Related Books

- **Taming the Social Media Monster: Solutions to the 5 Biggest Mistakes Companies**
- **Make with Social Media (Paperback)**
- **Recycling Advanced English Student s Book (Paperback)**
- **Getting It Out There: PR Social Media for Writers: Branding, What s in a Name?;**
- **Budgeting Time Money (Paperback)**
- **Student s Guide to Writing College Papers (Paperback)**
- **Strategic Supply Chain Management: The Five Core Disciplines for Top**
- **Performance (Hardback)**