



The vocational tourism and catering management class professional planning materials: Modern Hotel Marketing(Chinese Edition)

By ZHAO QIAN YUAN

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2012 09 Pages: 234 Language: Chinese Publisher: Wuhan University Press Cultivating Tourism and catering management class professional planning materials: modern hotel marketing combined with the characteristics of higher vocational teaching layman's language the general laws of marketing. principles and hotel marketing operation organic combination of systematic exposition of the basic theory. methods and tools of hotel marketing. The book is divided into 10 chapters. mainly includes Hotel Marketing Overview. Sakamoto store marketing environment and consumer buying behavior. the hotel marketing research and market forecast. hotel choice of target market and market positioning. hotel product strategy. hotel pricing strategies. hotel sales channel strategy. hotel promotion strategy. operation and management of the Hotel Marketing. Hotel new marketing model. Concept of Contents: Chapter Hotel Marketing Overview Learning Objectives [boot Case] ??international hotels crisis hedging the first section Hotel Marketing hotel market. hotel marketing section II of hotel marketing concepts and its evolution. the evolution of the marketing concept. modern marketing theory. the thinking and practice of the new concept of hotel marketing Chapter Summary Case analysis of the second chapter...

Reviews

A fresh e book with an all new viewpoint. It can be rally exciting throug studying period of time. You will like the way the writer write this publication.

-- **Tania Cormier**

An extremely wonderful pdf with perfect and lucid information. Better then never, though i am quite late in start reading this one. I realized this publication from my dad and i recommended this publication to understand.

-- **Clinton Johns DDS**