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## TEST BANK



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principles of hospitality management whilst being exposed to real life examples that influence today's hospitality marketplace. This insightful and richly illustrated book is logically structured comprising 14 carefully crafted chapters which follow the curriculum. Key features include Engaging content on the latest trends in hospitality management in a post COVID world including innovation, technology and sustainability. Unique core concepts are supported by international case studies to illuminate the practical realities of hospitality management in different parts of the world. Each chapter includes two case studies with questions to encourage further analysis and discussion. Each chapter contains Industry Voices and Technology in Practice boxes, detailed reference lists and links to relevant websites and videos. The book is also accompanied by additional online teaching resources including PowerPoint slides for each chapter, a test bank of questions and links to further resources such as additional case studies and videos. This volume is a vital resource for undergraduate hospitality students as well as educators and practitioners globally.

Journal of Marketing, 1984 Apr issues for 1940-42 include Papers and proceedings of the semi-annual Dec meeting of the American Marketing Association 1939-41.

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