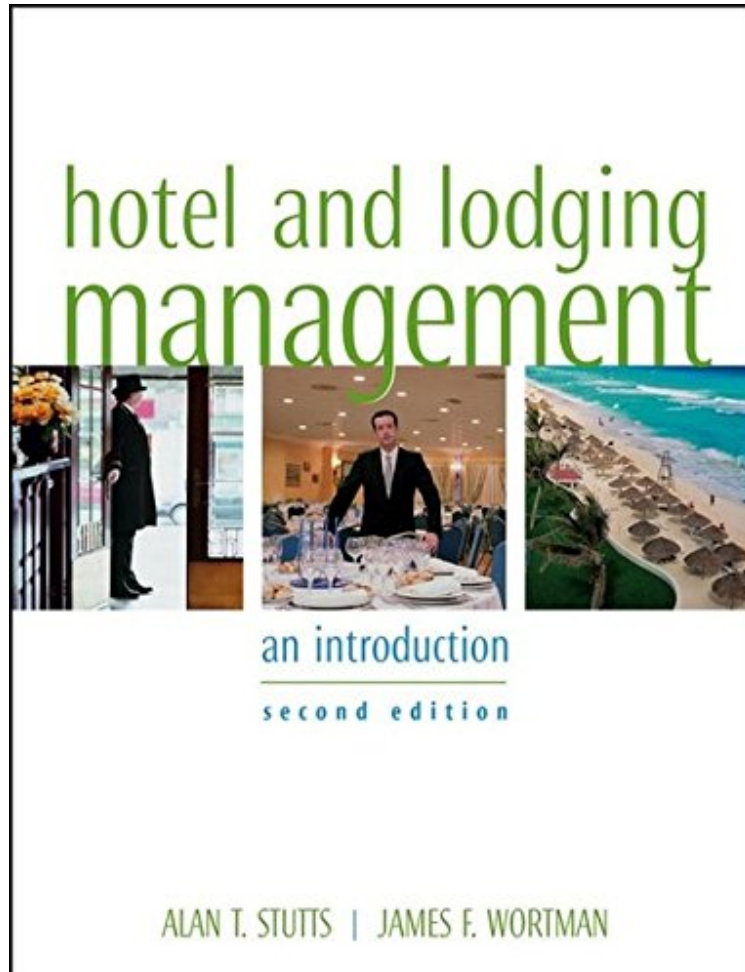


[Read download] Hotel and Lodging Management: An Introduction, 2nd Edition

Hotel and Lodging Management: An Introduction, 2nd Edition

Alan T. Stutts, James F. Wortman
*ebooks | Download PDF | *ePub | DOC | audiobook*



 Download

 Read Online

#823054 in Books Wiley 2005-03-03Ingredients: Example IngredientsOriginal language:EnglishPDF # 1
9.20 x .80 x 7.70l, 1.78 #File Name: 0471474479368 pages | File size: 25.Mb

Alan T. Stutts, James F. Wortman : Hotel and Lodging Management: An Introduction, 2nd Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Hotel and Lodging Management: An Introduction, 2nd Edition:

0 of 0 people found the following review helpful. I do not recommend this bookBy Inbum SuhHonestly, you can learn everything this book teaches you when you work in hotel. I do not recommend this book. I only got this book because it was mandatory for class.0 of 0 people found the following review helpful. School bookBy AshleyI purchased this book for a class at school. The book is very light-weight and fit well in my backpack. All of the information was very useful and helpful for my class.0 of 0 people found the following review helpful. A great overview of the lodging industryBy Philip WuA great overview of the lodging industry. Well organized and highly informative on every aspect of the hotel/motel industry from A-Z. The book is easy to read and is helping me to earn a 98% average score in class so far. Delivered on time for my class assignments.

Hotel and Lodging Management, Second Edition prepares readers to succeed as managers in the hotel and lodging industry, while developing a solid foundation for a long and successful career. This comprehensive resource combines detailed presentations of each department in a hotel or lodging establishment along with a close examination of organizational structure and the interdependent relationship among departments. This updated Second Edition presents: New, completely updated chapters on human resources and the sales and marketing departments Up-to-date case studies reflecting the latest management trends and issues Profiles of industry pioneers working at all types of properties, from small motels to five-star hotels New sections on yield management, lodging environments, franchise companies, and management organizations Hotel and Lodging Management, Second Edition is a comprehensive tool to help readers develop the understanding, knowledge, and skills to be tomorrow's management leaders.

From the Back CoverThe updated edition of the complete resource for a successful career in hotel and lodging management Hotel and Lodging Management, Second Edition Hotel and Lodging Management, Second Edition Hotel and Lodging Management, Second Edition prepares readers to succeed as managers in the hotel and lodging industry, while developing a solid foundation for a long and successful career. This comprehensive resource combines detailed presentations of each department in a hotel or lodging establishment along with a close examination of organizational structure and the interdependent relationship among departments. This updated Second Edition presents: New, completely updated chapters on human resources and the sales and marketing departments Up-to-date case studies reflecting the latest management trends and issues Profiles of industry pioneers working at all types of properties, from small motels to five-star hotels New sections on yield management, lodging environments, franchise companies, and management organizations Hotel and Lodging Management, Second Edition is a comprehensive tool to help readers develop the understanding, knowledge, and skills to be tomorrow's management leaders.Hotel and Lodging Management, Second Edition is a comprehensive tool to help readers develop the understanding, knowledge, and skills to be tomorrow's management leaders.About the AuthorAlan T. Stutts is President of Brown College. He has received the Stevenson-Fletcher Academic Excellence Award from the Counsel of Hotel, Restaurant, and Institutional Educators International (CHRIE), and the Lamp of Knowledge Award from the Educational Institute of the American Hotel and Lodging Association. He is the author of four books and numerous articles, and is the editor of several publications. James F. Wortman is a lecturer at the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston, where he teaches hotel management and is Director of the Office of Gaming Education and Research.