



Hospitality Management Strategies

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This comprehensive up-to-date guide to current managerial strategies in the hospitality industry provides an applied, in-depth understanding of how the industry develops, grows, and operates. This book provides readers with a global perspective, written by an educator with over 30 years management experience in the hospitality industry. Covering all the management strategy disciplines such as business development, finance, human resources, and marketing—this book features an *applied/real world* focus on current trends which have substantial impact on management strategies. Real life hospitality industry case examples, management strategy tools, extensive glossary, great personal insights, and leadership examples are just some of the pedagogical aids helpful to readers. Topics discuss managerial strategies and concepts in six parts: **A:** understanding strategy, forces, selection and positioning; **B:** delineation of the growth strategies of development, financial options, and brand strategy; **C:** focuses on the offensive (revenue development) strategies of marketing, sales, and customer retention; **D:** provides a look at the functional managerial strategies of human resources, technology and purchasing; **E:** presents the defensive (*business preservation*) strategies of risk management, crisis management and communications; **F:** focuses on the implementation strategies of strategic planning, organizational and operational concepts and leadership. Appropriate for most key managers in hospitality related business, such as finance, human resource, operations, marketing, operations and general management, directors, VPs, and Chief Officers.

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