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Special Events: A New Generation And The Next Frontier



Synopsis

This text chronicles and champions the development, changes, and challenges faced by the global celebrations industry for event planners. New interviews are included with experienced event leaders to give a better understanding of the field. New chapters are included on green events, corporate social responsibility, and theoretical case studies. Event measurement, evaluation, and assessment topics are integrated throughout a number of the chapters. Over 200 new Web resources and appendices show how to save money, time, and improve the overall quality of an event. Event planners will also learn how technology may be harnessed to help them improve their events—financial, quality, environmental and other strategic outcomes.

Book Information

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Customer Reviews

There is a lot of useful information but not the easiest read.

This is a very thorough book. I purchased the book for an event planning class. At first, I thought it would not have been a good purchase. But after looking through it, it was a GREAT BUY! I highly recommend. This is a book that you want in your library. :-)

Excellent product. Very good price.

This book has good information and A LOT of it. If you're looking for more technical information about

event planning, I definitely recommend this book. Unfortunately, it's really boring and I barely made it through. I recommend it as a resource if needed but not an introductory textbook.

It is a complete resource. It was a present given to my boss and she is extremely grateful for receiving such a useful book. It will definitely be a guideline for her course in Hospitality.

great condition

I'm pleased I purchased this book. It wasn't a requirement for a course, however, it was suggested to purchase. There are great ideas for event planning and overall education.B. Jones

Great price for book and in great condition

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