



Marketing for Hospitality and Tourism (Hardback)

By Philip T. Kotler, John T. Bowen, James C. Makens

Pearson Education (US), United States, 2016. Hardback. Book Condition: New. 7th Revised edition. 276 x 216 mm. Language: English . Brand New Book. For courses in Hospitality Marketing, Tourism Marketing, Restaurant Marketing, or Hotel Marketing. Marketing for Hospitality and Tourism, 7/e is the definitive source for hospitality marketing. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the leading resource on hospitality and tourism marketing. The Seventh Edition of this popular book includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases, and hands-on application activities.

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