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By James R. Abbey, American Hotel & Lodging Association



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In today's highly-competitive hospitality market, it is essential to have an understanding of sales and marketing. *Hospitality Sales and Marketing* goes beyond theory to focus on a customer-oriented and practical approach for effectively marketing hotels and restaurants. The book explores the "four Ps" (price, product, promotion, and place) as they relate to specific market segments, providing a customer-focused perspective. Illustrations and exhibits include industry examples (forms, checklists, advertisements, etc.) that are used by today's industry leaders to effectively market their properties.



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