



Marketing Leadership in Hospitality: Foundations and Practices

By Robert C. Lewis, Richard E. Chambers

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Marketing is the strongest weapon there is for surviving in the hospitality world today. This book helps both students and professionals to make the necessary connection between hospitality businesses and their consumers. A separate chapter on marketing research, plus new case studies and examples, help bring this new edition straight to the cutting edge of hospitality marketing.

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Editorial Review

From the Back Cover

Marketing Leadership in Hospitality Foundations and Practices Third Edition In the increasingly competitive hospitality industry, in every corner of the globe, companies must fight to win and keep the business sought by ever-more-tenacious competitors. It is no longer enough simply to give people what they want; additionally, today's marketers must forge solid relationships with customers to establish repeat business and to ensure a competitive edge. Marketing Leadership in Hospitality, Third Edition introduces and discusses the tools and strategies needed to do just that. Focusing on underlying principles of the industry, this fully revised and updated edition demonstrates how leading hospitality marketers make connections between their business and its consumers. With fifty real-world case studies illustrating the rights and wrongs of hospitality marketing, new chapters on relationship marketing and competitive analysis, an appendix on current technology, and examples and ads taken from international practices, this new edition shows how to:

- * Build true relationships with your customers
- * Analyze the competition and stay one step ahead
- * Adjust to rapidly changing demands in the marketplace
- * Obtain vital information about key market segments
- * Use innovations in technology to achieve strong marketing results
- * Manage the increasingly important distribution systems
- * Maintain a leadership position in hospitality marketing

Written by two industry leaders with extensive hospitality marketing experience, and current in today's practices, this text continues to be the definitive reference in the field and is essential for anyone who wants to take the lead in marketing as the hospitality industry enters the new millennium.

About the Author

ROBERT C. LEWIS, PhD, is Professor Emeritus, University of Massachusetts?Amherst. He is the author of Cases in Hospitality Marketing and Management, Second Edition, and Cases in Hospitality Strategy and Policy, both published by Wiley. RICHARD E. CHAMBERS, MBA, is Vice President of Marketing at HRI Companies, the parent company of Leading Hotels of the World and Prima Hotels, based in New York City.

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