



The Little Book of Cases in Hospitality Management: Stories From Industry Practitioners

By Dana V. Tesone Ph.D., Peter Ricci

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For hospitality and tourism management courses at the undergraduate level. This book presents a collection of current stories culminated into cases from the real world experiences of industry practitioners. These easy to read thought provoking cases--focusing on all sectors of the industry--provide students with the visceral experiences of practicing middle level hospitality management.

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Editorial Review

From the Back Cover

This book presents a collection of current stories culminated into cases from the real world experiences of industry practitioners. The authors bring a combined experience of over 35 years in lodging, meeting planning, F&B, human resources, strategy, marketing, and destination promotion. The 45 easy to read, thought provoking cases-focusing on all sectors of the industry-provide users with the visceral experiences of practicing middle level hospitality management. Features 45 real world cases culminated from stories extracted from practicing managers in the hospitality industry-including lodging, foodservice, theme parks, attractions, resorts, recreation, events, transportation and entertainment venues. A great supplement for entry-level managers in the hospitality industry or operations, marketing, human resources, finance, and administration careers.

Users Review

From reader reviews:

Solomon Pepper:

Exactly why? Because this The Little Book of Cases in Hospitality Management: Stories From Industry Practitioners is an unordinary book that the inside of the e-book waiting for you to snap that but latter it will jolt you with the secret the item inside. Reading this book alongside it was fantastic author who also write the book in such wonderful way makes the content within easier to understand, entertaining technique but still convey the meaning entirely. So , it is good for you because of not hesitating having this any longer or you going to regret it. This amazing book will give you a lot of positive aspects than the other book include such as help improving your talent and your critical thinking technique. So , still want to hesitate having that book? If I have been you I will go to the reserve store hurriedly.

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