



Handbook of Hospitality Marketing Management

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This handbook consists of 19 chapters that critically review mainstream hospitality marketing research topics and set directions for future research efforts. Internationally recognized leading researchers provide thorough reviews and discussions, reviewing hospitality marketing research by topic, as well as illustrating how theories and concepts can be applied in the hospitality industry.

The depth and coverage of each topic is unprecedented. A must-read for hospitality researchers and educators, students and industry practitioners.

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