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In today's intensely competitive hospitality industry, a company striving to succeed must not merely meet industry standards, it must participate in driving industry change. Strategic Management in the Hospitality Industry, Second Edition gives hospitality students the tools they need to be tomorrow's leaders in this dynamic field. Based on the premise that adding value—for the stockholder, the consumer, and the employee—must be the central objective for any effective management strategy, this book gives students a blueprint for innovation and growth at hotels and restaurants both in the United States and abroad. Written by authors who are widely recognized as the finest instructors in the field, this comprehensive, illustrated guide features:

MICHAEL OLSEN, PhD, is Professor in the Department of Hospitality and Tourism Management at Virginia Polytechnic Institute and State University in Blacksburg, Virginia. JOSEPH WEST, PhD, serves as Department Chairman of Hospitality Administration in the College of Business at The Florida State University and as Director of the Hospitality Education Program at the Department of Business and Professional Regulation of the State of Florida. ELIZA CHING-YICK TSE, PhD, is Associate Professor in the Department of Hospitality and Tourism Management at Virginia Polytechnic Institute and State University in Blacksburg, Virginia. --This text refers to an out of print or unavailable edition of this title.

This book is related to the hospitality Business in which managers nowadays need these type of books to enhance their learning in the aspect of the hospitality industry. It helps managers oversee problems which they will be encountering on a day to day basis. Perhaps others may say their experience is a good thing and it's enough for them but for me this book will really help you a lot to plan for the future using strategic skills in the level of management. I believe that this book is a great help for the industry..

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