

[DOWNLOAD](#)

Hospitality Branding

By Chekitan S. Dev

Cornell University Press, United States, 2012. Paperback. Book Condition: New. 198 x 124 mm. Language: English . Brand New Book. In recent years the brand has moved squarely into the spotlight as the key to success in the hospitality industry. Business strategy once began with marketing and incorporated branding as one of its elements; today the brand drives marketing within the larger hospitality enterprise. Not only has it become the chief means of attracting customers, it has, more broadly, become the chief organizing principle for most hospitality organizations. The never-ending quest for market share follows trend after trend, from offering ever more elaborate and sophisticated amenities to the use of social media as a marketing tool all driven by the preeminence of the brand. Chekitan S. Dev's award-winning research has appeared in leading journals including Cornell Hospitality Quarterly, Journal of Marketing, and Harvard Business Review. He is the recipient of several major hospitality research and teaching awards. A former corporate executive with Oberoi Hotels Resorts, he has served corporate, government, education, advisory, and private equity clients in more than forty countries as consultant, seminar leader, keynote speaker and expert witness. Hospitality Branding brings together the most important insights from the...



[READ ONLINE](#)
[7.48 MB]

Reviews

This book is fantastic. This is certainly for all those who statted there had not been a really worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Prof. Dale Fahey MD

The ebook is great and fantastic. We have read and i also am sure that i am going to likely to go through once again again down the road. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Erica Turcotte