



PreTitle	Title	Authors
	Essential tips for organising conferences and events	Campbell, Fiona
	Event marketing : how to successfully promote events, festivals, conventions, and expositions	Hoyle, Leonard H.
	Event sponsorship	Skinner, Bruce E.
	Events design and experience	Berridge, Graham
	Events made simple : organise your next function on time and within budget	Lewis, Stefanie
	Hotel front office management	Bardi, James A.
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The	International hospitality industry : structure, characteristics and issues	Brotherton, Bob
	Market research in practice : a guide to the basics	Hague, Paul N.
	Marketing hospitality	Hsu, Cathy H.
	On-premise catering : hotels, convention & conference centers, and clubs	Shock, Patti J.
	Planning successful meetings and events : a take-charge assistant book	Boehme, Ann J.
	Purchasing: selection and procurement for the hospitality industry	Feinstein, Andrew H.
	Restaurant financial basics	Schmidgall, Raymond S.
	Understanding the hospitality consumer	Williams, Alistair