



Marketing Hospitality

By Cathy H. C. Hsu, Tom Powers

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Marketing Hospitality has helped thousands of students gain the knowledge they need to meet the competitive challenges of the hospitality industry. Now this **Third Edition** keeps the book in line with the latest developments in this rapidly changing field-with updated information, new case histories, and fresh examples drawn from a broad range of hospitality operations.

Combining marketing theory with a strong practical emphasis on industry applications, ***Marketing Hospitality, Third Edition*** offers superior coverage of marketing as an integral part of operations, especially at the unit level. Beginning with an overview of hospitality marketing, products, and services, it guides readers through the basics of marketing research, segmentation, and targeting, as well as branding, distribution, location, pricing, and communication. A powerful feature of the book is its strong coverage of marketing planning and strategy, including clear step-by-step guidance on developing an effective marketing plan.

Easy to read and use, ***Marketing Hospitality, Third Edition*** offers a complete set of valuable pedagogical tools to facilitate learning and further study, from chapter-end summaries, reviews of key words and concepts, and Internet resources to discussion questions and references.

As marketing becomes increasingly important to the success of today's businesses, ***Marketing Hospitality, Third Edition*** gives future hospitality professionals an important career-building resource for virtually every area of the field.

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Editorial Review

From the Back Cover

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CATHY H. C. HSU, is Associate Professor in the Department of Hotel, Restaurant, and Institution Management and Dietetics at Kansas State University in Manhattan, Kansas.

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