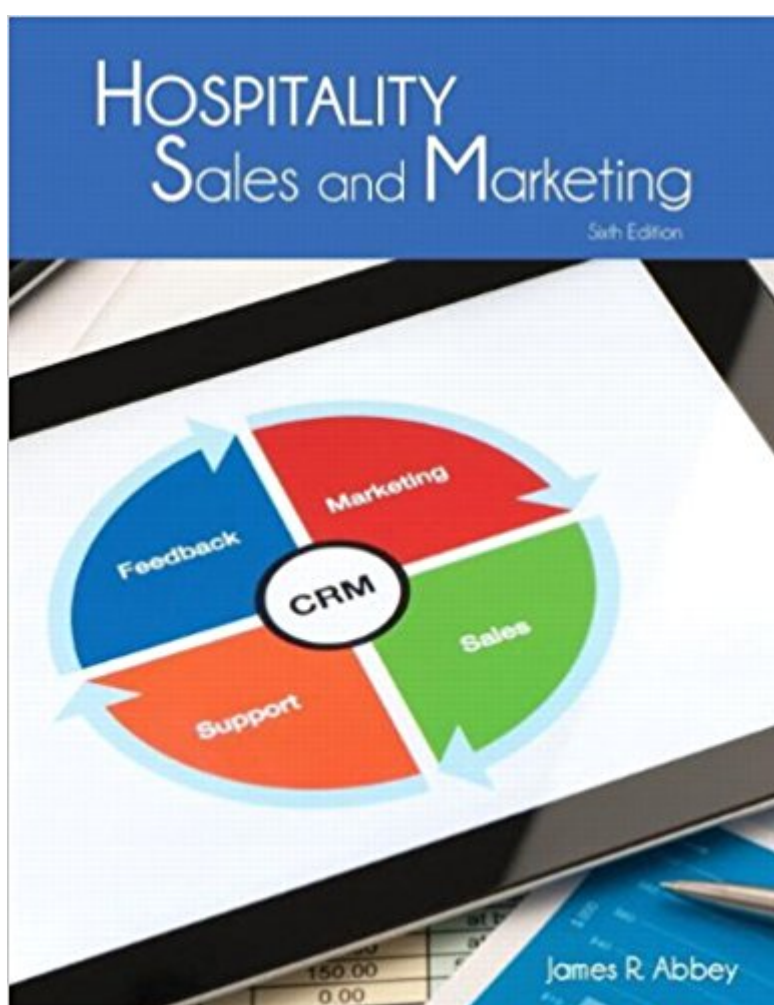


The book was found

# Hospitality Sales And Marketing With Answer Sheet (AHLEI) (6th Edition) (AHLEI - Hospitality Sales And Marketing)



## Synopsis

In today's highly-competitive hospitality market, it is essential to have an understanding of sales and marketing. Hospitality Sales and Marketing goes beyond theory to focus on a customer-oriented and practical approach for effectively marketing hotels and restaurants. The book explores the "four Ps" (price, product, promotion, and place) as they relate to specific market segments, providing a customer-focused perspective. Illustrations and exhibits include industry examples (forms, checklists, advertisements, etc.) that are used by today's industry leaders to effectively market their properties.

## Book Information

Series: AHLEI - Hospitality Sales and Marketing

Paperback: 600 pages

Publisher: Educational Institute; 6 edition (August 28, 2014)

Language: English

ISBN-10: 0133594505

ISBN-13: 978-0133594508

Product Dimensions: 6.9 x 1.3 x 8.9 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 4.2 out of 5 stars 14 customer reviews

Best Sellers Rank: #216,430 in Books (See Top 100 in Books) #59 in [Books > Textbooks > Business & Finance > Sales](#) #174 in [Books > Business & Money > Industries > Service](#) #416 in [Books > Textbooks > Business & Finance > Marketing](#)

## Customer Reviews

Never read it but sure was nice to have it when asked my prof.

Great Book by AH&LA no less. Teacher referenced the book only for details and tests but book complemented the class as a whole.

nice book

Excellent !!!!

This book came on time but there is a big slit on the cover of the book and throughout the pages!

Not happy

Brand new book. Well packaged. Great!

It did not arrive with the answer sheet.

Very informational comes handy for my class

[Download to continue reading...](#)

Hospitality Sales and Marketing with Answer Sheet (AHLEI) (6th Edition) (AHLEI - Hospitality Sales and Marketing) Supervision in the Hospitality Industry with Answer Sheet (AHLEI) (5th Edition) (AHLEI - Hospitality Supervision / Human Resources) Blank Sheet Music - 12 Staves: Blank Sheet Music Paper / Music Sheet Music / Sheet Music Notebook (Volume 59) Blank Sheet Music - 12 Staves: Blank Sheet Music Paper / Music Sheet Music / Sheet Music Notebook - Vintage / Aged Cover (Volume 6) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Marketing for Hospitality and Tourism (6th Edition) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer Selling Hospitality: A Situational Approach (Hospitality and Tourism) Hospitality Law: Managing Legal Issues in the Hospitality Industry Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Blank Sheet Music - 12 Staves: Music Staff Paper / Sheet Music Book / Music Sheet Notes/ Musicians Notebook - Vintage / Aged Cover (Volume 2) Blank Sheet Music :

(Large Print) - 8.5x11 - 12 Stave Blank Sheet Music Paper - Music Manuscript Notebook - Blank Staff Paper - 104 Pages (Composition ... Paper) Vol.7: Blank Sheet Music Notebook Blank Piano Sheet Music : (8.5 by 11) Large Print - Music Manuscript Notebook - (Composition Books - Music Manuscript Paper - Piano Sheet Music) Blank ... For Piano 104 Pages Vol.9: Blank Sheet Music

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)