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Altri autori (Persone)	SturmanMichael C (Michael Craig) CorgelJack B. <1948-> VermaRohit
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Nota di contenuto	Four paths to success in the hospitality industry / Jack Corgel, Michael C. Sturman & Rohit Verma -- The essence of hospitality and service / Guisepe Pezzotti -- Success in your hospitality career -- Preparing for a successful career in the hospitality industry / Kate Walsh, Bill Carroll, & Michael C. Sturman -- The listening fast track / Judi Brownell -- Developing and managing a multinational career / Jan Katz.
Sommario/riassunto	This cutting edge and comprehensive book-with contributions from the star faculty of Cornell University's School of Hotel Administration-offers the latest thinking on the best practices and strategies for hospitality management. A must for students and professionals seeking to enter or expand their reach in the hospitality industry, The Cornell School of Hotel Administration on Hospitality delivers the authoritative advice you

need to: Develop and manage a multinational career and become a leader in the hospitality industry Maximize profits from franchise agreements
