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Sommario/riassunto	The fourth edition of Marketing for Tourism provides an introduction to the general theory of marketing and its application in the various sectors of the travel and tourism industry. This leading text has been fully revised and updated to take account of recent changes within this dynamic and fast-moving sector. A number of in-depth case studies compliment a strong pedagogical structure throughout the book, including learning objectives, illustrations, examples, end-of-chapter questions and issues for discussion. Clearly laid out and accessibly written, the book is ideal for students taking modules on Marketing for Tourism within undergraduate degrees in Tourism, Marketing and Business Studies. It is also suitable for postgraduate, professional and conversion courses in Tourism. &nbsp;