

1. Record Nr.	UNINA9910154943603321
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Titolo	Marketing for hospitality and tourism // Philip Kotler [and three others]
Pubbl/distr/stampa	Harlow, England : , : Pearson, , 2017
ISBN	1-292-23368-0
Edizione	[Seventh edition, Global edition.]
Descrizione fisica	1 online resource (681 pages) : illustrations (some color)
Collana	Always learning
Disciplina	647.940688
Soggetti	Hospitality industry - Marketing Tourism - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Cover -- Title Page -- Copyright Page -- Brief Contents -- Contents -- To the Student -- Preface -- About the Authors -- Part I Understanding the Hospitality and Tourism Marketing Process -- 1 Introduction: Marketing for Hospitality and Tourism -- YOUR PASSPORT TO SUCCESS -- CUSTOMER ORIENTATION -- WHAT IS HOSPITALITY AND TOURISM MARKETING? -- MARKETING IN THE HOSPITALITY INDUSTRY -- Importance of Marketing -- Tourism Marketing -- Definition of Marketing -- The Marketing Process -- UNDERSTANDING THE MARKETPLACE AND CUSTOMER NEEDS -- Customer Needs, Wants, and Demands -- Market Offerings: Tangible Products, Services, and Experiences -- Customer Value and Satisfaction -- Exchanges and Relationships -- Markets -- DESIGNING CUSTOMER VALUE-DRIVEN MARKETING STRATEGY -- Selecting Customers to Serve -- MARKETING HIGHLIGHT: JET BLUE DELIGHTS ITS CUSTOMERS -- Marketing Management Orientations -- PREPARING AN INTEGRATED MARKETING PLAN -- BUILDING CUSTOMER RELATIONSHIPS -- Customer Relationship Management -- Engaging Customers -- Partner Relationship Management -- CAPTURING VALUE FROM CUSTOMERS -- Customer Loyalty and Retention -- Growing Share of Customer -- Building Customer Equity -- What Is Customer Equity? -- Building the Right Relationships with the Right Customers -- THE CHANGING MARKETING LANDSCAPE -- The Digital Age: Online, Mobile, and Social Media Marketing -- The Changing Economic Environment -- Rapid

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Sommario/riassunto

For courses in Hospitality Marketing, Tourism Marketing, Restaurant Marketing, or Hotel Marketing. Marketing for Hospitality and Tourism, 7/e is the definitive source for hospitality marketing. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the leading resource on hospitality and tourism marketing. The Seventh Edition of this popular book includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases, and hands-on application activities.

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