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Sommario/riassunto

HauptbeschreibungEvent management is a ubiquitous word in modern society. The word is used for small business breakfasts, large corporate shows and also for big international sport events, such as the Olympic Games. We all have an idea of what management is, but what is an event? This question and the theories behind the dynamic event industry are summarized in this book. Ultimately, the book combines a range of differing views about best practice and recommended behaviours; it identifies and recommends an event management model that potentially enables small-scale event mana