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Autore	Andrews Hazel
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websites; Explanation for Figure 7.2; 8 Conclusion; Why the social sciences?; Areas for further research; Bibliography; Index

Sommario/riassunto

<P>As the events management field expands as an area of study, there is a need to move beyond the business and marketing-driven approaches which dominate the literature towards a more advanced conceptual analysis and understanding of events from a socio-cultural context.</P><P>This book addresses this need by examining intersections between the social sciences and the emerging field of events management. It applies and specifically contextualises social science theories within the discourse of events to provide a greater understanding of the significance of events in contemporary society. It f
