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The most widely used Hospitality marketing book_this four-color leader is comprehensive and innovative, managerial and practical, state-of-the-art and real-world. Building on the authors' expertise, it uses an integrative approach to discuss the major marketing decisions hospitality marketing managers face in today's global marketplace. Video cases, chapter examples and marketing highlights showcase real people and companies and demonstrate how marketing impacts every member of the hospitality team. Experiential exercises and new material on social networking, database marketing and revenue management help solidify the book's position as the definitive source for information on hospitality marketing.