

New Edition of Educational Institute Textbook Reflects Internet's Role in Hospitality Sales and Marketing
2008-09-01

The American Hotel & Lodging Educational Institute (EI) has published the fifth edition of Hospitality Sales and Marketing, written by James R. Abbey, Ph.D., CHA.

This textbook goes beyond theory to focus on a customer-oriented and practical approach for effectively marketing hotels and restaurants. The book explores the "four Ps" (price, product, promotion, and place) as they relate to specific market segments, providing students with a customer-focused perspective.

The Internet's increasing role in sales and marketing is explored in new material on social media and social networking, using the Internet to build brand awareness, and sales and marketing in the Web 2.0 world. In addition, examples of forms, checklists, charts, and other items used by practicing hospitality sales and marketing professionals provide readers with resources they can use on the job.

Also new to this edition are:

"Going Green" sidebars that illustrate ways in which the industry is responding to concerns about the environment.

"Internet Exercises" that encourage readers to delve deeper into the chapter material by researching topics using the Internet.

"Industry Innovator" sidebars that showcase major industry figures.

Hospitality Sales and Marketing is available from EI for \$62.95 for AH&LA members and \$85.95 for nonmembers. To order, visit www.ei-ahla.org, or call 800-752-4567 or 517-372-8800. Outside the U.S. and Canada, call 407-999-8100.

This article comes from Hotel News Resource

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