Marketing for Hospitality and Tourism [RENTAL EDITION]
Edition 8
Philip Kotler

Short description
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Discipline/Subject
Import Hospitality and Tourism

Author bio
Philip Kotler is S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University.
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John R. Walker

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Short description
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Discipline/Subject
Import Hospitality and Tourism

Author bio
Dr. John R. Walker, DBA, FMP, CHA, is the McKibbon Professor of Hotel and Restaurant Management at the University of South Florida and a Fulbright senior specialist.
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Discipline/Subject
MGE: Hospitality & Tourism (Mech Ed)

Author bio
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Discipline/Subject
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Author bio