



## Hospitality Sales and Marketing with Answer Sheet (AHLEI) (5th Edition) (AHLEI - Hospitality Sales and Marketing)

*By James R. Abbey, American Hotel & Lodging Association*

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**Hospitality Sales and Marketing with Answer Sheet (AHLEI) (5th Edition) (AHLEI - Hospitality Sales and Marketing)** By James R. Abbey, American Hotel & Lodging Association

In today's highly-competitive hospitality market, it is essential to have an understanding of sales and marketing. 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.

This edition includes profiles of key industry innovators, corporate spotlights of hotel and restaurant companies, and Internet exercises. Examples of forms, checklists, charts, and other items used by practicing hospitality sales and marketing professionals provide students with resources they can use in their careers. In addition, the Internet's increasing role in sales and marketing is explored in new sections on social media and social networks, using the Internet to build brand awareness, and sales and marketing in the Web 2.0 world.

Readers will gain:

- A thorough introduction to hospitality sales and marketing
- Insight from numerous real-world examples of effective hospitality advertising campaigns and promotions
- Insider information from industry professionals sharing their perspectives on current issues
- An understanding of the role the Internet plays in today's hospitality marketing efforts

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The American Hotel and Lodging Educational Institute (AHLEI) is the premier source for delivering quality hospitality education, training and professional certification that serves the needs of hospitality schools and industries worldwide.

The AHLEI meets and exceed its education and training mission by providing materials for all levels of hospitality personnel via: online learning, distance learning courses, videos, seminars, textbooks, and study guides.

Professional certification from the AHLEI is the ultimate distinction of professional excellence for the hospitality industry. It certifies and validates competencies in conjunction with academia and industry experts for over 35 positions in the hospitality industry; designations from front-line to general manager, including the prestigious CHA - the Certified Hotel Administrator.

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