



Hospitality branding

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Dev, Chekitan S. (
Chekitan Singh) (
1959-)

Cornell University Press,
2012

Hospitality industry-

Branding (Marketing)

Monografía

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vODgyOTA2NA>

Título: Hospitality branding Recurso electrónico] Chekitan S. Dev

Editorial: Ithaca Cornell University Press 2012

Descripción física: ix, 179 p.

Mención de serie: E-Libro Cornell hospitality management best practices

Bibliografía: Includes bibliographical references and index

Contenido: Hospitality marketing and branding : past and future -- Contemporary branding challenges -- Branding and the Internet -- Case study : Carnival Cruise Lines -- Global brand expansion -- Branding beyond borders -- Brand strategies -- Case study : Ritz-Carlton Bali -- Assessing brand equity -- Brand positioning -- Brand extensions and customer loyalty -- Case study : Taj hotels, resorts, and palaces -- Managing marketing relationships -- Franchising your brand -- Brand partnerships -- Case study : Groupon

Detalles del sistema: Modo de acceso: World Wide Web

Fuente de adquisición directa: E-Libro

ISBN: 9780801478192 pbk. : alk. paper) 9780801452031 cloth) 9780801465703 e-book)

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