

Cases In Hospitality Management Critical Incident Approach 2nd Edition

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Cases In Hospitality Management Critical

"Cases in Hospitality Management" provides readers with the opportunity to apply their knowledge, experience, and management skills, allowing them to think quickly on their feet and react appropriately in a wide variety of settings. By analyzing and understanding the causes and effects of a number of real, critical incidents, readers will be better prepared to effectively deal with similar situations when they face them on the job.

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Cases in Hospitality Management: A Critical Incident Approach, Second Edition is one of the few casebooks on the market that focuses specifically on hospitality management. It adopts a critical incident approach, a powerful teaching methodology whereby customers and employees are asked to identify actual experiences regarding service in the hospitality industry - both positive and negative - and then to describe the organization's response to it.

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Cases in Hospitality Management : A Critical Incident Approach by Timothy R. Hinkin (1995, Trade Paperback)

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Cases in hospitality management: a critical incident approach. Hinkin, Timothy R. Focusing specifically on hospitality management, this text adopts a critical incident approach, so that the cases are not long and confusing, but rather, highlight the issues and are representative of a wide range of the complexities that face managers in the hospitality industry on a day-to-day basis.

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