



Ebook Directory
the best source of ebook

The book was found

Special Events: A New Generation And The Next Frontier



Synopsis

This text chronicles and champions the development, changes, and challenges faced by the global celebrations industry for event planners. New interviews are included with experienced event leaders to give a better understanding of the field. New chapters are included on green events, corporate social responsibility, and theoretical case studies. Event measurement, evaluation, and assessment topics are integrated throughout a number of the chapters. Over 200 new Web resources and appendices show how to save money, time, and improve the overall quality of an event. Event planners will also learn how technology may be harnessed to help them improve their events—financial, quality, environmental and other strategic outcomes.

Book Information

Hardcover: 576 pages

Publisher: Wiley; 6 edition (October 5, 2010)

Language: English

ISBN-10: 047044987X

ISBN-13: 978-0470449875

Product Dimensions: 7.8 x 1.4 x 9.2 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 17 customer reviews

Best Sellers Rank: #407,232 in Books (See Top 100 in Books) #63 in [Books > Politics & Social Sciences > Social Sciences > Holidays](#) #628 in [Books > Politics & Social Sciences > Social Sciences > Customs & Traditions](#) #865 in [Books > Business & Money > Industries > Hospitality, Travel & Tourism](#)

Customer Reviews

There is a lot of useful information but not the easiest read.

This is a very thorough book. I purchased the book for an event planning class. At first, I thought it would not have been a good purchase. But after looking through it, it was a GREAT BUY! I highly recommend. This is a book that you want in your library. :-)

Excellent product.Very good price.

This book as good information and A LOT of it. If you're looking for more technical information about

event planning, I definitely recommend this book. Unfortunately, it's really boring and I barely made it through. I recommend it as a resource if needed but not an introductory textbook.

It is a complete resource. It was a present given to my boss and she is extremely grateful for receiving such a useful book. It will definitely be a guideline for her course in Hospitality.

great condition

I'm pleased I purchased this book. It wasn't a requirement for a course, however, it was suggested to purchase. There are great ideas for event planning and overall education.B. Jones

Great price for book and in great condition

[Download to continue reading...](#)

Special Events: A New Generation and the Next Frontier Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events The Fifty-Year Mission: The Next 25 Years: From the Next Generation to J. J. Abrams: The Complete, Uncensored, and Unauthorized Oral History of Star Trek Civil War: American Civil War in 50 Events: From the Very Beginning to the Fall of the Confederate States (War Books, Civil War History, Civil War Books) (History in 50 Events Series Book 13) World War 1: World War I in 50 Events: From the Very Beginning to the Fall of the Central Powers (War Books, World War 1 Books, War History) (History in 50 Events Series) History: World History in 50 Events: From the Beginning of Time to the Present (World History, History Books, Earth History) (History in 50 Events Series Book 3) History: Human History in 50 Events: From Ancient Civilizations to Modern Times (World History, History Books, People History) (History in 50 Events Series Book 1) Travels in Siberia, Vol. 1 of 2: Including Excursions Northwards, Down the Obi, the Polar Circle, Nm and Southwards, Chinese Frontier, Adolph Frontier (Classic Reprint) Henry A. Wallace's Irrigation Frontier: On the Trail of the Corn Belt Farmer, 1909 (Western Frontier Library) Eternal Frontier (The Eternal Frontier Book 1) Special Events: Creating and Sustaining a New World for Celebration, (7th Edition) What's Next? Dispatches on the Future of Science: Original Essays from a New Generation of Scientists (Vintage) Please Excuse This Poem: 100 New Poets for the Next Generation Tokyo New Wave: 31 Chefs Defining Japan's Next Generation, with Recipes Trade-Based Money Laundering: The Next Frontier in International Money Laundering Enforcement (Wiley and SAS Business Series) The Book of Lullabies: Wonderful Songs and Rhymes Passed Down from

Generation to Generation for Infants & Toddlers (First Steps in Music series) The Book of Wiggles & Ticks: Wonderful Songs and Rhymes Passed Down from Generation to Generation for Infants & Toddlers (First Steps in Music series) The Book of Bounces: Wonderful Songs and Rhymes Passed Down from Generation to Generation for Infants & Toddlers (First Steps in Music series) Generation to Generation: Family Process in Church and Synagogue (The Guilford Family Therapy Series) German Home Cooking: More Than 100 Authentic German Recipes; Passed Down from Generation to Generation

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)