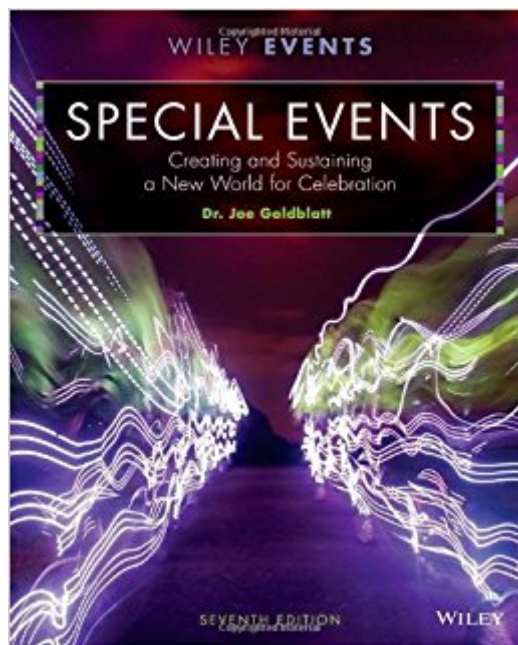




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Special Events: Creating And Sustaining A New World For Celebration, (7th Edition)



Synopsis

Providing a comprehensive guide to understanding, planning, promoting, and producing special events, this seventh edition of *Special Events, 7th Edition* describes the theory and practice of all aspects of event management. Written for current and future event leaders, the text continues to expand its emphasis on the growing globalization of the profession, taking into account the skills leaders need to deal with other cultures, societies, and business practices to plan and deliver successful events. New coverage includes sustainability, technology, security/risk management, and the impact of social media on events and event marketing. 15 all-new case studies have been included, as well as a brief glossary of terms at the end of each chapter to further define the terms used in the chapter.

Book Information

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Customer Reviews

So far I like it. A bit boring at times but still has great info. There's a few typos I found....-Page 99 last paragraph says "10h-anniversary" so I believe the "t" is missing in "th".-There was another one that may be a plural mistake. On page 99, the third paragraph under "Say It With Flowers" says "a wider range of floral products IS available" but it sounds like it should be "are". That one just seemed funky to me.-Also, on page 125 it refers to salaries.com which does not exist. Salary.com is however a good resource for finding out how much the average salary for your position is in your area.

Did not like the tables being in the online links only.

clean, fast delivery

Purchased for class. Good material for event planners.

content is excellent!

Excellent book...great option for renting when your a college student in a budget!!

perfect

I needed this for class. It came in great condition almost brand new plus I enjoyed the content and how it seemed current.

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