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Synopsis. Updated to include the current models, theories, and hospitality practices, "Hospitality Strategic Management: Concept and Cases, Second Edition" is a comprehensive guide to strategic management in the international hospitality industry. Author Cathy A. Enz uses the case study approach to cover current topics such as innovation, entrepreneurship, leadership, ethics, and franchising.

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Key Concepts in Hospitality Management is written for undergraduate students and those studying short postgraduate or executive education courses in hospitality management, events management, tourism management and leisure management. Key Concepts in Hospitality Management has been accessibly written and thoughtfully edited, making it essential reading for those studying hospitality and embarking on a career in the industry.

Key Concepts in Hospitality Management | SAGE Publications Ltd

Strategic management is the process of strategic analysis of an organization, strategy-focused objective-setting, strategy formulation, strategy implementation, and strategic evaluation and control. Strategic analysis is involved with analyzing the industry in which the organization is operating its business and analysis of both the external and internal environmental factors.

Strategic Management: Meaning, Concepts, Examples (Explained)

Hospitality Strategic Management: Concepts and Cases: Harrison, Jeffrey S., Enz, Cathy A.: Amazon.com.au: Books

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