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Author Kotler, Philip Subjects Hospitality industry - Marketing.; Marketing.; Travel and Tourism. Summary "Philip Kotler, one of the world's foremost authorities on marketing, along with hospitality marketing experts John Bowen and James Makens bring their knowledge of the industry to the pages of Marketing for Hospitality and Tourism, Fourth Edition.

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The book covers all the marketing techniques for the hospitality industry. It can used for teachers and students as well. On the other hand, I think the book needs a new edition, even though I read the last one (6th edition), I missed more content on the Digital Marketing for Tourism, or at least a whole chapter to treat the subject more deeply.

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Marketing for Hospitality and Tourism by Philip Kotler

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