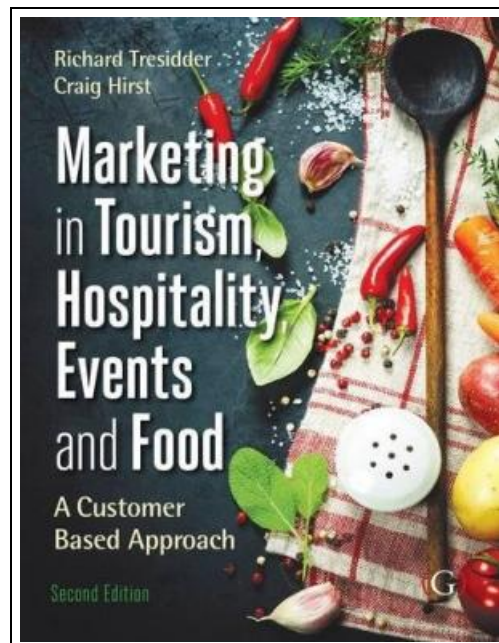


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Goodfellow Publishers Limited, United Kingdom, 2016. Paperback. Condition: New. 2nd New edition. Language: English . Brand New Book. * A guide to experience marketing within the Tourism, Hospitality, Events and Food (THEF) industries; * Looks at the specific nature of marketing within these industries using international examples and theories to evaluate the ways in which experiences; * Fully supported with a route map to guide the reader through the book; * Contains end of chapter review questions and case studies to consolidate learning. Targeted at second year undergraduate students through to master s level post-graduate, Marketing Tourism, Events and Food 2nd edition takes the reader through a logical examination of key marketing debates, theories and approaches and encourages them to explore their own thoughts, ideas and opinions. It analyses areas such as marketplace value and value creation, consumers and consumption, taste and identity, sustainability and power, as well as semiotics and commercial myth making, and offers a contemporary examination of these industry sectors with experiential aspects of marketing and productive consumption playing an important role throughout. Divided into 10 chapters for easy semester teaching it covers issues such as: * Traditional Approaches to Marketing in THEF (Parts 1 2) * Marketing Perspectives and Value Creation * Consumers and Consumption of THEF; Making sense of your marketing audience * Semiotics and Meaning in THEF Marketing * THEF Experiences * Taste, taste makers and THEF Marketing * Social media marketing, brand community and communities of consumption * Sustainable Marketing in THEF It concludes by offering a fresh approach to marketing within Tourism, Hospitality, Events Food, synthesising the experiential approach offered within this book and traditional approaches to marketing within the sector.



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