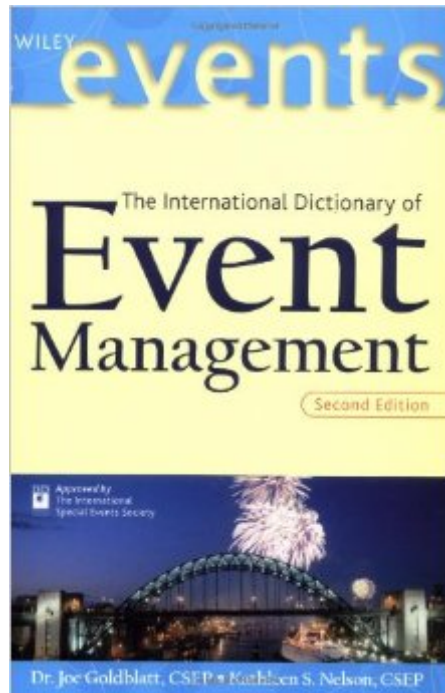


The book was found

The International Dictionary Of Event Management



Synopsis

The first and only comprehensive reference to the growing vocabulary of international event management A-to-Z coverage of nearly 4,000 terms-more than double the First Edition! Event management has a language all its own, one that is expanding rapidly as the event marketplace keeps pace with today's increasingly global economy. Because effective communication is the key to successfully researching, designing, planning, coordinating, and evaluating special events, it is essential to keep pace with the latest terminology. This invaluable reference helps you remain fluent in the language of event management by giving you quick access to the terms, phrases, and concepts you need to know to do your job well. Features include: * Entries updated and expanded with the help of event professionals from around the world * New coverage of catering, marketing, proposal writing, technology, and other important areas * A new section featuring terms grouped according to the key CSEP-identified categories: administration, coordination, marketing, and risk management The Wiley Event Management Series-Series Editor, Dr. Joe Goldblatt, CSEP The Wiley Event Management Series provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

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Customer Reviews

An absolute MUST for every event professionals bookshelf! Whether you have been in the

business for years or are just starting out, this book can make sure you get the terminology right and learn the correct meanings. This book is a great accompaniment to the Backstage Handbook used in theatre coursework and other event management program books. Best money spent for a professional book!

i bought only because my class teacher suggested, its not worth it, doesnt have all terminologies that would be helpful, mostly the stuff you know already, I find myself googling for definition most the time.

If the term exists, you'll find it here. A must have in an event planner's library.

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