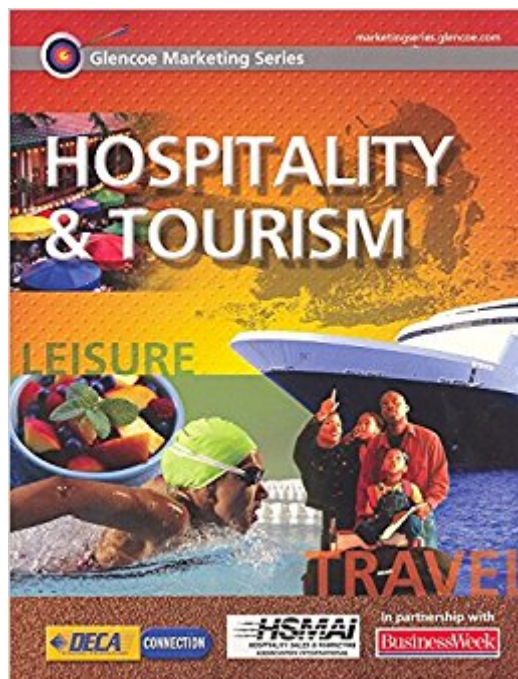




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Glencoe Marketing Series: Hospitality & Tourism, Student Edition



Synopsis

Glencoe Marketing: Hospitality & Tourism focuses on various marketing aspects of the hospitality and tourism industry. Developed to meet state standards and objectives, the Glencoe Marketing Series books have been developed for secondary students taking Marketing II courses. Designed as stand-alone, semester-length texts, books in the Glencoe Marketing Series also function as supplemental texts for Marketing I courses that may use Marketing Essentials.

Book Information

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This is a very useful book. I have used it before as a teacher's guide. it's has good background information for the course and has vocabulary for students.

I highly recommend this book for anyone interested in hospitality and tourism. It is user friendly and has great activities.

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