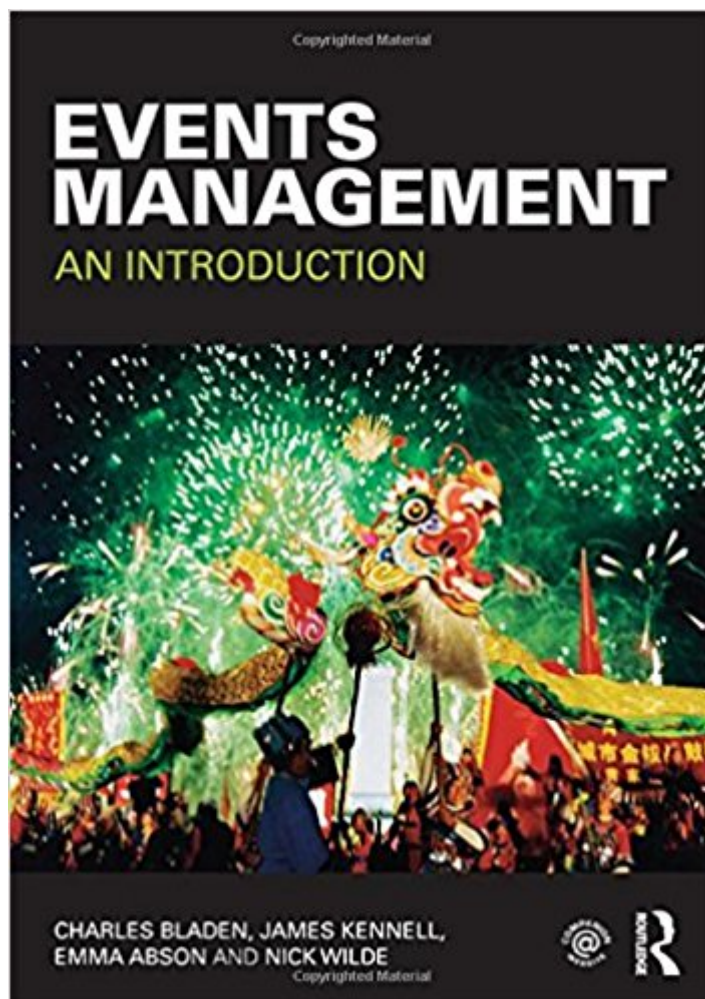


The book was found

Events Management: An Introduction



Synopsis

Contemporary events management is a diverse and challenging field. This major new introductory textbook is the first to fully explore the multi-disciplinary nature of events management and to provide all the practical skills and professional knowledge students need to succeed in the events industry. The book covers every type of event studied on an Events Management course, including sports, music, the arts, corporate events, tourism, and the public and voluntary sectors. It introduces the key issues facing the contemporary events industry, from health, safety and risk management to sustainability to developing a market-oriented business, with every topic brought to life through case-studies, personal biographies and examples of best practice. Written by a team of authors with many years of industry experience, it introduces the practical skills required in every core area of events management, including marketing, finance, project management, strategy, operations, event design and human resources. A companion website for the book includes a dazzling array of additional features, including self-test questions, audio interviews with key industry figures, additional case-studies and PowerPoint slides for each chapter. Events Management: An Introduction is the essential course text for any events management program.

Book Information

Paperback: 472 pages

Publisher: Routledge; 1 edition (March 22, 2012)

Language: English

ISBN-10: 041557742X

ISBN-13: 978-0415577427

Product Dimensions: 1 x 7 x 9.8 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #404,540 in Books (See Top 100 in Books) #51 in Books > Business & Money > Processes & Infrastructure > Facility Management #67 in Books > Business & Money > Industries > Sports & Entertainment > Park & Recreation #152 in Books > Business & Money > Industries > Sports & Entertainment > Sports

Customer Reviews

Charles Bladen is Programme Leader in Events Management at the University of Greenwich.

James Kennell is Director of the Economic Development Resource Centre at the University of Greenwich, where he is also Senior Lecturer in Tourism and Regeneration. Emma Abson

is a Senior Lecturer on the Events Management BA programme at the University of Greenwich. Nick Wilde is an expert in sports marketing and sporting events management, with research interests in international sports marketing, which he has taught in many overseas institutions.

[Download to continue reading...](#)

Civil War: American Civil War in 50 Events: From the Very Beginning to the Fall of the Confederate States (War Books, Civil War History, Civil War Books) (History in 50 Events Series Book 13) World War 1: World War I in 50 Events: From the Very Beginning to the Fall of the Central Powers (War Books, World War 1 Books, War History) (History in 50 Events Series) History: World History in 50 Events: From the Beginning of Time to the Present (World History, History Books, Earth History) (History in 50 Events Series Book 3) History: Human History in 50 Events: From Ancient Civilizations to Modern Times (World History, History Books, People History) (History in 50 Events Series Book 1) Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events Events Management: An Introduction Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series Transnational Management: Text, Cases & Readings in Cross-Border Management (Asia Higher Education Business & Economics Management and Organization) Agile Project Management: QuickStart Guide - The Simplified Beginners Guide To Agile Project Management (Agile Project Management, Agile Software Development, Agile Development, Scrum) Supply Chain Management: Strategy, Operation & Planning for Logistics Management (Logistics, Supply Chain Management, Procurement) Management: Take Charge of Your Team: Communication, Leadership, Coaching and Conflict Resolution (Team Motivation, Workplace Communications, Employee ... Team Management, Conflict Management) A Portfolio Management Approach to Strategic Airline Planning: An Exploratory Investigative Study on Services Management (European University Studies: Series 5, Economics and Management. Vol. 2052) Time Management: Guide to Time Management Skills, Productivity, Procrastination and Getting Things Done (time management, procrastination, productivity, ... successful people, efficiency, schedule) Introduction to the Financial Management of Healthcare Organizations, Sixth Edition (Gateway to Healthcare Management) Introduction to Supply Chain Management Technologies, Second Edition (Resource Management) Making Objects and Events: A Hylomorphic Theory of Artifacts, Actions, and Organisms Cystic Fibrosis in the 20th Century: People, Events, and Progress Voices of Latin Rock : The People and Events That Shaped The Sound Food Lovers' Guide to Connecticut, 3rd: Best Local Specialties, Markets, Recipes, Restaurants, and Events (Food Lovers' Series) Food Lovers' Guide to Connecticut, 2nd: Best Local

Specialties, Markets, Recipes, Restaurants, Events, and More (Food Lovers' Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)