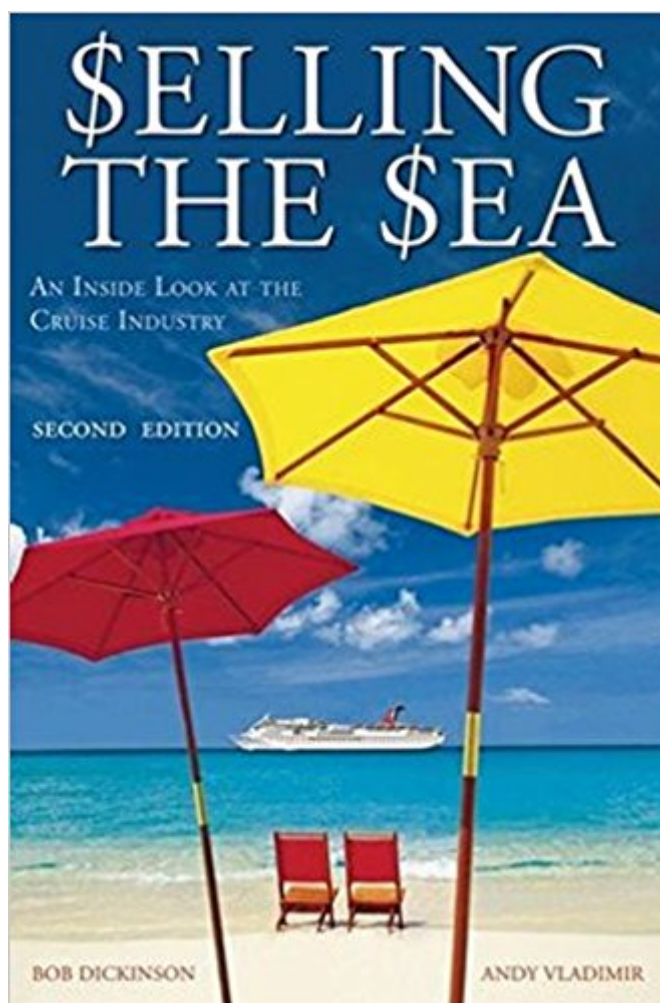


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# Selling The Sea: An Inside Look At The Cruise Industry



## Synopsis

An insider's view of how the cruising business operates *Selling the Sea* offers a complete picture of the cruise line industry along with step-by-step coverage of how to effectively market the cruising experience. This updated Second Edition features new coverage of how technology has impacted the industry, new niche markets in cruising, and expanded material on shipbuilding and design. It also includes insightful interviews with today's captains, social directors, food and beverage managers, and cruise line executives who have hands-on experience at the day-to-day workings of a cruise ship.

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## Customer Reviews

While not as impressive as transatlantic crossings on the great black-hulled ocean liners must have been, the smaller, slower cruise ships now provide the closest thing to seafaring adventure for the middle class. In this authoritative work, Dickinson, the president of Carnival Cruise Lines, and travel industry expert Vladimir (The Complete Travel Marketing Handbook, NTC Pub., 1992) offer an overview of the industry along with their business philosophy. They begin with an interesting history of oceangoing passenger vessels. Primordial cruises of the 19th century included passengers such as Mark Twain, who noted the mighty appeal of cruises to travelers between the ages of 40 and 70. The authors then turn to a thorough but numbing discussion of marketing strategies to ensure that no berth go unfilled. And yes, no book on cruising would be complete without mentioning the television show that benefited "every cruise ship afloat"?The Love Boat?as the authors bring on actor Gavin MacLeod (Captain Stubing) to say some nice things about the industry. Recommended

for business collections. Ben O'Sickey, "Library Journal" Copyright 1996 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

Written by the man who helped make Carnival Cruise Lines the largest cruise line company in the world and a travel and tourism expert, this book is the guide to marketing in the cruise industry. It takes the reader through the basics of the cruise line industry, ship operations, and on-shore business operations--while continually sharing the business secrets of one of the leading figures in the travel industry. Includes insider information, anecdotes, background, and history. Explores all aspects of marketing a cruise line. --This text refers to an out of print or unavailable edition of this title.

The book was a circular journey, not to be considered even a round trip. If we neared a port in this sailing of the sea as described in "Selling the Sea," there was no dock and tenders could not be launched. Having done that comparison, to be more specific than illustrative, the story was a tale not well told. The reader learned a bit about the increase in demand for ship-based vacations, the various owners, the development of sales strategies, and the logistics of ensuring passengers had a bed and were fed with an abundance of food that would not have been prepared at home.

A must read for anybody involved with cruises (travel agents, cruise writers, and even passengers who cruise frequently). Lots of info but never boring. A little outdated now. A new edition should be welcome.

I'd hoped for more technical information and description of the ships themselves. I read about 2/3 of it and skimmed the rest.

A wonderful, detailed view of the cruise business and of great interest, I would think, to aspiring executives in the industry. For the rest of us, it's another matter. Way too much detail and information that the average or even enthusiastic cruiser would not want or appreciate, and some of the text is simply not that well written. I read the book and am now waiting for my course credit.

Good book, used it as reference for a paper I was writing. Received a used copy in good condition, at a good price. Satisfied !

An excellent book on the history of the cruising industry. If you are an adamant cruiser, you will find this quite interesting

This is a fascinating account of the US-based Cruise business. Now in its second edition, the authors contrast their views of a decade ago with where the business is today. The strongest part of the book in my view is the discussion of the different ways the cruise lines have built - and plan to continue to build their businesses. Interestingly the clarity of the strategic thinking varies from the clear and focussed (Carnival) to some other, weaker, waffle. Reading this it becomes clear that Carnival's growth to number one has been no accident. Other parts of the book are not as strong (the history section has some schoolboy howlers) or not as interesting to this reader (how to run a Travel Agency). Nonetheless, an invaluable insight into the cruise business, and a lot better than some of the other gossip-driven 'histories' out there.

This book is full of good solid common sense approaches to making an industry profitable. I bet there is plenty in here to help the Government become profitable too. Like this part that really struck a sore spot with me as I knew that what Bob Dickinson was saying was true. "With regard to contracting, The U.S. ship-building industry has for years been entirely focused on lucrative, cost-plus U.S. Navy contracts. Because of their cost-plus nature, they are inherently highly subsidized. If there is a cost overrun (remember the stories of the \$1,350 hammer?), it is added to the bill plus the normal shipyard markup. For the record, no self-respecting cruise line would ever sign a shipbuilding contract without a firm price guarantee."

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