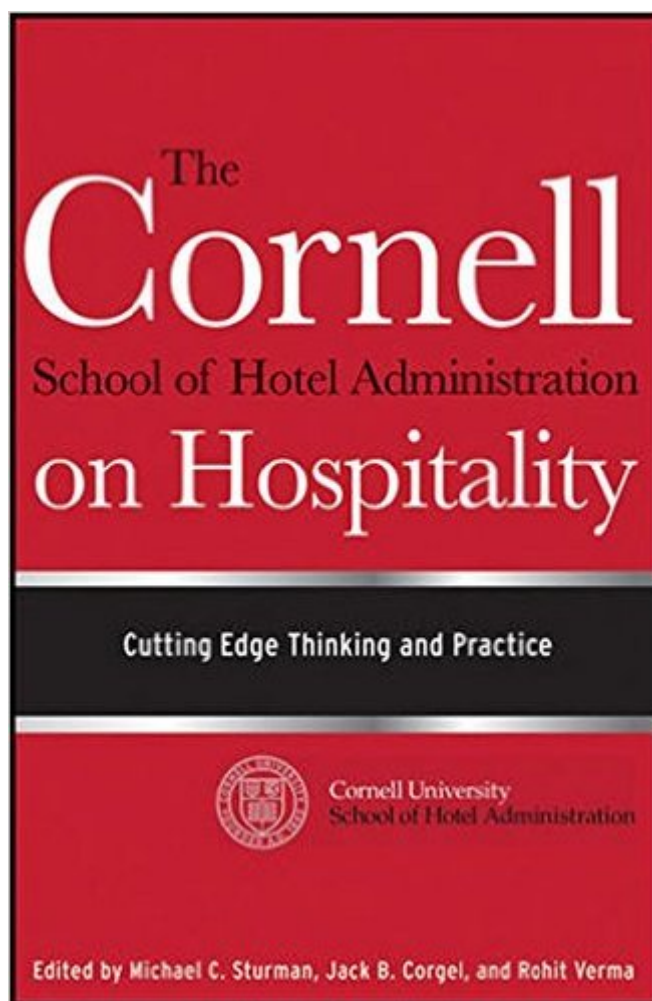


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The Cornell School Of Hotel Administration On Hospitality: Cutting Edge Thinking And Practice



Synopsis

This cutting edge and comprehensive book—with contributions from the star faculty of Cornell University's School of Hotel Administration—offers the latest thinking on the best practices and strategies for hospitality management. A must for students and professionals seeking to enter or expand their reach in the hospitality industry, The Cornell School of Hotel Administration on Hospitality delivers the authoritative advice you need to:

- Develop and manage a multinational career and become a leader in the hospitality industry
- Maximize profits from franchise agreements, management contracts, and leases
- Understand and predict customer choices, and motivate your staff to provide outstanding service
- Manage hospitality businesses and the real estate underlying the businesses
- Control costs, coordinate branding strategy, and manage operations across multiple locations

Book Information

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Average Customer Review: 4.5 out of 5 stars — See all reviews (21 customer reviews)

Best Sellers Rank: #27,742 in Books (See Top 100 in Books) #37 in Books > Business & Money > Marketing & Sales > Customer Service #42 in Books > Business & Money > Industries > Hospitality, Travel & Tourism #434 in Books > Business & Money > Processes & Infrastructure

Customer Reviews

I feel the need to change my review from mixed to 5 stars. After entering hotel business this book served me as a bible for the last half a year. Concise, yet full of systematic knowledge. The best chapters in the book for me were about soft skills: The listening fast track, Becoming a leader in the hospitality industry, The integrity dividend in hospitality leadership, Developing and managing your multinational career. For someone who is new to this business this resource gave a nice logical framework for career development.

Cornell has written a very comprehensive reference which can be useful to all hospitality

management and staff alike. I read it cover to cover and plan to share and dog-ear the pages extensively.

Good overview of lodging business. Maybe next edition will be more quantitative and include more industry ratios. Excellent reference book even if some management practices are not applicable to smaller operations.

This book has SOMETHING for everyone in the hotel industry, however, NOT ALL PARTS of the book are useful for everyone. Some parts are for employees, some for managers and some parts for owners. It is a good starting point or useful to re-evaluate your operation or personal goals. Ours is a very small operation and I was able to identify many aspects to assist our marketing, ongoing operations and guest services. Some authors highlight their own credits a bit more than I appreciate and others are verbose and still others could elaborate some issues with examples. I am not all the way through the book yet, but find it a good thinking tool. The new price is too high, but the used price was acceptable. I assume Cornell requires this book in its curriculum?

Amazing book for anyone who wants a taste of what the hospitality industry is like, but contains many practices that can be applied to many different businesses. It's worth a read and is actually very, very interesting. Helped me re-direct my career plans in a positive way.

It worth 30 dollars. This book it just summary of hotel management. It shows a little about everything. At least after reading this book you will know where to search to find answer for your real life questions

Since I plan to continue my master degree in hospitality management. And Cornell school of hotel administration is one of the schools that I want to attend. I find this book (so far) really great and help me to understand how big hotel works.

I bought his because there was an entire section in the Table of contents devoted to Ownership. "Success as a Real Estate and Business Owner". This section is very basic and lacks depth. It skims thru Discounted Cash flow and how to make a pro forma, with out covering the most important part, how to accurately predict future cash flows. Not very useful

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