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Hospitality Marketing and Consumer Behavior: Creating Memorable Experiences (Advances in Hospitality and Tourism)

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Creating memories and joyous experiences for consumers is a key dimension affecting the profitability and growth of a hospitality firm. Drawing on global experiences, this new book, **Hospitality Marketing and Consumer Behavior: Creating Memorable Experiences**, looks at the diverse factors that create these positive experiences and provides insight into marketing and consumer behavior in the context of hospitality and tourism. The dynamics of emerging economies has been captured, and some lessons have been drawn from best practices across the globe.

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