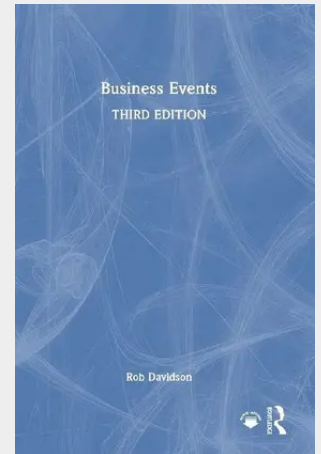


Business Events

This book provides practical and theoretical content for the business events sector, covering corporate meetings, association conferences, political events, incentive travel, exhibitions, corporate hospitality, awards ceremonies, and SMERF gatherings. Thematic chapters focus on key topics such as destination marketing, education, sustainability, ethics, and technology for business events. This new third edition has been extensively revised and updated to reflect recent developments in business events, including: - A new chapter focusing on business events in times of crisis, exploring the impacts of the Covid-19 pandemic on this sector - New 'It's my job' testimonials offering practical insights from young people currently employed in business events - New 'Discussion points' at the end of each chapter, offering topics for in-class discussions and coursework - New international case studies illustrating exemplary examples of business events from throughout the world, including emerging destinations such as China, South America, and the Middle East Written in an accessible yet analytical manner, Business Events is essential reading for all students of events, tourism, and hospitality management. It is also an indispensable resource for anyone entering employment in the business events sector for the first time.

**190,50 €**

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