



Hospitality Strategic Management: Concepts and Cases

By Cathy A. Enz

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Updated to include the current models, theories, and hospitality practices, *Hospitality Strategic Management: Concept and Cases, Second Edition* is a comprehensive guide to strategic management in the international hospitality industry. Author Cathy A. Enz uses the case study approach to cover current topics such as innovation, entrepreneurship, leadership, ethics, and franchising. Eight full case studies with exhibits and documents address the areas of lodging, food service, tourism e-commerce, gaming, cruise lines, and airlines, making this book ideal for executive level training courses or hospitality industry executives interested in developing their strategic management skills.

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Editorial Review

From the Back Cover

Useful and comprehensive executive-level coverage of strategic management

Hospitality Strategic Management: Concepts and Cases offers a complete, comprehensive, and managerially useful treatment of strategic management in the hospitality industry. This up-to-date resource provides the most relevant models, theories, and hospitality practices for those interested in managing effectively in today's competitive international hospitality industry.

Hospitality Strategic Management provides a realistic, balanced, and current view of the field by considering the practical aspects of the strategic manager's role, including the acquisition, development, and management of internal resources (such as people, knowledge, financial capital, and physical assets) and relationships with external stakeholders (such as guests, suppliers, owners, franchisors, venture partners, and governmental agencies). Throughout the book, examples and best practices of leading hospitality organizations are used to illustrate ideas and concepts.

Hospitality Strategic Management:

- Integrates global strategic management theory throughout the text
- Addresses strategic thinking as an essential, creative aspect of the strategy process
- Covers aspects of starting a business, including what a business plan contains, franchising, and entrepreneurship within existing organizations
- Pulls the implementation process together with a careful treatment of organizational design and control

Reflecting the dynamic environment found in the real world, Hospitality Strategic Management explains principles and theories with extensive use of examples from various segments of the industry, including lodging, gaming, cruise lines, airlines, and food service.

Complete with free access to case examples online from the Center for Hospitality Research at Cornell University, Hospitality Strategic Management is an invaluable learning tool for industry executives and managers in executive-level training courses and for students.

About the Author

JEFFREY S. HARRISON is the Fred G. Peelen Professor of Global Hospitality Strategy at the School of Hospitality Administration at Cornell University. Previously, he taught at Arizona State University, Clemson University, and the University of Central Florida.

CATHY A. ENZ is the Lewis G. Schaeneman Jr. Professor of Innovation and Dynamic Management at the School of Hotel Administration at Cornell University where she is also the Executive Director of the Center for Hospitality Research. Winner of outstanding teacher and researcher awards, she teaches courses in strategic management and innovation.

Users Review

From reader reviews:

William Reynolds:

Nowadays reading books be than want or need but also work as a life style. This reading behavior give you lot of advantages. The huge benefits you got of course the knowledge the rest of the information inside the book which improve your knowledge and information. The info you get based on what kind of reserve you read, if you want get more knowledge just go with schooling books but if you want truly feel happy read one using theme for entertaining including comic or novel. The actual Hospitality Strategic Management: Concepts and Cases is kind of publication which is giving the reader unstable experience.

Derrick Tompkins:

Why? Because this Hospitality Strategic Management: Concepts and Cases is an unordinary book that the inside of the e-book waiting for you to snap the idea but latter it will shock you with the secret this inside. Reading this book next to it was fantastic author who also write the book in such remarkable way makes the content inside easier to understand, entertaining way but still convey the meaning fully. So , it is good for you because of not hesitating having this any longer or you going to regret it. This excellent book will give you a lot of gains than the other book have got such as help improving your expertise and your critical thinking means. So , still want to hold off having that book? If I ended up you I will go to the guide store hurriedly.

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