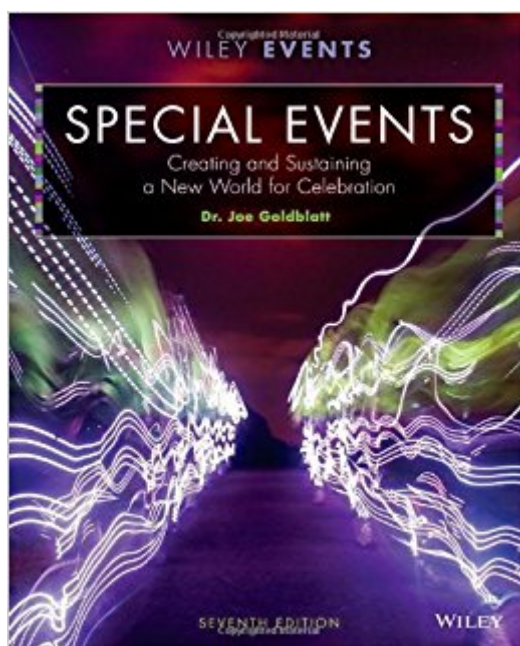


The book was found

Special Events: Creating And Sustaining A New World For Celebration, (7th Edition)



Synopsis

Providing a comprehensive guide to understanding, planning, promoting, and producing special events, this seventh edition of *Special Events, 7th Edition* describes the theory and practice of all aspects of event management. Written for current and future event leaders, the text continues to expand its emphasis on the growing globalization of the profession, taking into account the skills leaders need to deal with other cultures, societies, and business practices to plan and deliver successful events. New coverage includes sustainability, technology, security/risk management, and the impact of social media on events and event marketing. 15 all-new case studies have been included, as well as a brief glossary of terms at the end of each chapter to further define the terms used in the chapter.

Book Information

Hardcover: 432 pages

Publisher: Wiley; 7 edition (November 25, 2013)

Language: English

ISBN-10: 111862677X

ISBN-13: 978-1118626771

Product Dimensions: 7.4 x 1 x 9.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 15 customer reviews

Best Sellers Rank: #13,535 in Books (See Top 100 in Books) #3 in *Books > Business & Money > Industries > Service* #9 in *Books > Politics & Social Sciences > Social Sciences > Customs & Traditions* #32 in *Books > Business & Money > Industries > Hospitality, Travel & Tourism*

Customer Reviews

So far I like it. A bit boring at times but still has great info. There's a few typos I found....-Page 99 last paragraph says "10h-anniversary" so I believe the "t" is missing in "th".-There was another one that may be a plural mistake. On page 99, the third paragraph under "Say It With Flowers" says "a wider range of floral products IS available" but it sounds like it should be "are". That one just seemed funky to me.-Also, on page 125 it refers to salaries.com which does not exist. Salary.com is however a good resource for finding out how much the average salary for your position is in your area.

Did not like the tables being in the online links only.

clean, fast delivery

Purchased for class. Good material for event planners.

content is excellent!

Excellent book...great option for renting when your a college student in a budget!!

perfect

I needed this for class. It came in great condition almost brand new plus I enjoyed the content and how it seemed current.

[Download to continue reading...](#)

Special Events: Creating and Sustaining a New World for Celebration, (7th Edition) Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events World War 1: World War I in 50 Events: From the Very Beginning to the Fall of the Central Powers (War Books, World War 1 Books, War History) (History in 50 Events Series) History: World History in 50 Events: From the Beginning of Time to the Present (World History, History Books, Earth History) (History in 50 Events Series Book 3) If You Really Want to Change the World: A Guide to Creating, Building, and Sustaining Breakthrough Ventures History: Human History in 50 Events: From Ancient Civilizations to Modern Times (World History, History Books, People History) (History in 50 Events Series Book 1) The Voice Book for Trans and Non-Binary People: A Practical Guide to Creating and Sustaining Authentic Voice and Communication Competitive Advantage: Creating and Sustaining Superior Performance The Innovator's Solution: Creating and Sustaining Successful Growth Opening Up: A Guide to Creating and Sustaining Open Relationships Stepcoupling: Creating and Sustaining a Strong Marriage in Today's Blended Family Civil War: American Civil War in 50 Events: From the Very Beginning to the Fall of the Confederate States (War Books, Civil War History, Civil War Books) (History in 50 Events Series Book 13) The Encyclopedia of Sixties Cool: A Celebration of the Grooviest People, Events, and Artifacts of the 1960s Special Events: A New Generation and the Next Frontier Utah, a Centennial Celebration: A Centennial Celebration Star Wars: A New Hope Official Celebration Special The Happy, Fun, Party Travel Guide to Reno: A Guide to Casinos, Bars, Restaurants, and

Special Events in Reno and Sparks Resilience Thinking: Sustaining Ecosystems and People in a Changing World The Cheapskate Guide To Branson, Missouri: Hotels, Entertainment, Restaurants, Special Events, and More The Map of Meaning: A Guide to Sustaining our Humanity in the World of Work

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)