

# Marketing Leadership in Hospitality and Tourism: Strategies and Tactics for Competitive Advantage (4th Edition)

Stowe Shoemaker, Robert C. Lewis, Peter C. Yesawich



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For courses in Hospitality Marketing and/or Tourism. How do you gain a sustainable competitive advantage in today's global hospitality industry? Are there ways to attract and keep a customer over the course of a lifetime? Marketing Leadership in Hospitality and Tourism, Fourth Edition addresses the marketing strategies and tactics known to be effective in the industry such as strategic pricing and revenue management, customer loyalty programs, proven communication mixes, and more! Each chapter explores how to market services and the hospitality experience from both an academic and industry point of view.

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