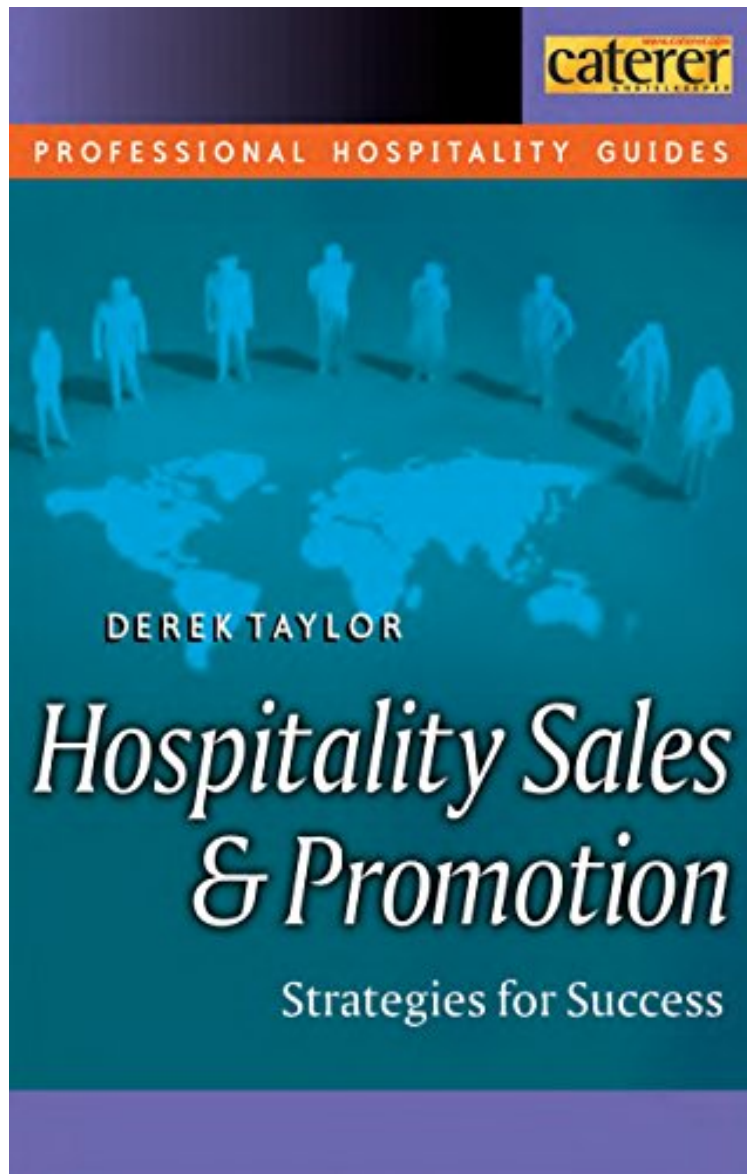


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'Hospitality Sales and Promotion' is the essential guide for every manager in the hospitality industry wanting to achieve maximum profits from their sales promotions. Practical and down-to-earth, this guide discovers:* who is your customer? market segments and groups* how can you reach them effectively? the secrets of successful public relations* new and traditional technologies; from direct mail to using the Internet to maximum advantage.Derek Taylor has a wealth of experience in the hospitality industry and has worked with and advised numerous international corporate hospitality companies. Concrete and relevant case studies and examples from his experience are used to illustrate throughout the guide, from companies such as: Whitbread, Hilton International, Pizza Express and Stakis.

'Not every hotel will be able to hire Taylor in person, but this book is a good way of tapping into that knowledge at one remove. It's packed with practical, usable information and advice based firmly on more than 50 years' experience of sales in the hotel industry. From writing the marketing plan to selling face-to-face or on the phone, Taylor sets out the principles in a way that will be useful for students and for established operators. But as always, he illustrates the principles with a rich mixture of practical everyday examples. ...is an entertaining read, which general managers and sales specialists alike will be able to apply in their daily work. If you need a sales consultant in your briefcase, this could be the book for you.' - Hospitality, February 2002.From the PublisherPractical and down-to-earth, this guide discovers:* who is your customer? market segments and groups* how can you reach them effectively? the secrets of successful public relations* new and traditional technologies; from direct mail to using the Internet to maximum advantage.Derek Taylor has a wealth of experience in the hospitality industry and has worked with and advised numerous international corporate hospitality companies. Concrete and relevant case studies and examples from his experience are used to illustrate throughout the guide, from companies such as: Whitbread, Hilton International, Pizza Express and Stakis.About the AuthorHotel marketing consultant and Past President of HCIMA