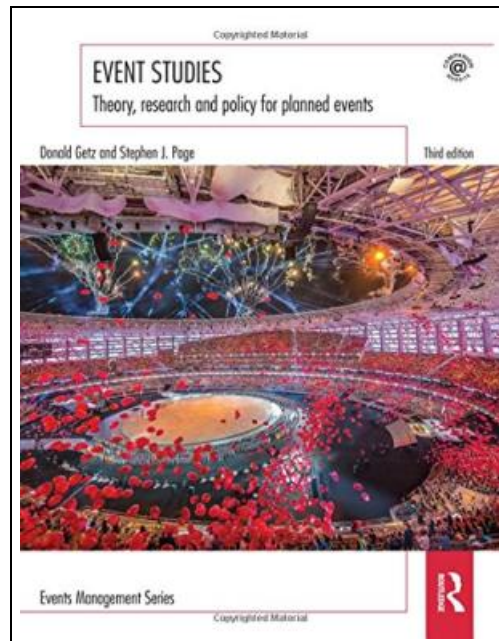


Event Studies: Theory, research and policy for planned events (Paperback)



Filesize: 3.53 MB

Reviews

A fresh e book with a brand new point of view. It is actually written in straightforward terms and never difficult to understand. I found out this pdf from my dad and i suggested this ebook to understand.
(Dr. Lisandro Schuppe MD)

EVENT STUDIES: THEORY, RESEARCH AND POLICY FOR PLANNED EVENTS (PAPERBACK)

Taylor Francis Ltd, United Kingdom, 2016. Paperback. Condition: New. 3rd Revised edition. Language: English . Brand New Book. Event Studies is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them. This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture. New to this edition: * New sections on social and intangible influences, consumer psychology and legal environment, planning and policy framework to reflect recent developments in the field * Extended coverage of philosophy and research methods and how they can best be used in event studies; social media as a marketing tool; and the class and cultural influences of events * New and additional case studies throughout the book from a wide range of international events * Companion website to include PowerPoint slides and updated Instructor s Manual including suggested lecture outlines and sequence, quizzes per chapter and essay questions.



[Read Event Studies: Theory, research and policy for planned events \(Paperback\) Online](#)



[Download PDF Event Studies: Theory, research and policy for planned events \(Paperback\)](#)

Relevant Books



Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird

Paperback. Book Condition: New. Not Signed; This is a Tinga Tinga tale inspired by traditional stories from Africa. Lion is king of Tinga Tinga but he can't roar! Can his friend Flea help Lion to...

[Save](#) [Book](#)

»



The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2, This is a gentle adaptation of the classic tale by Beatrix Potter. Jemima...

[Save](#) [Book](#)

»



Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner...

[Save](#) [Book](#)

»



Peppa Pig: Nature Trail - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Peppa Pig: Nature Trail - Read it Yourself with Ladybird: Level 2, Peppa Pig and her family are enjoying a nature walk when they get lost....

[Save](#) [Book](#)

»



Rumpelstiltskin - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Rumpelstiltskin - Read it Yourself with Ladybird: Level 2, In this classic fairy tale, a miller's daughter has to spin straw into gold for the king...

[Save](#) [Book](#)

»