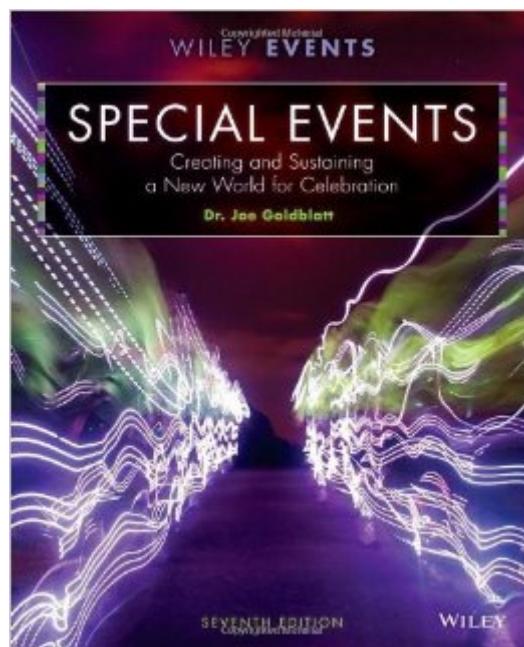


The book was found

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

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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.

I have been using Dr. Goldblattâ™s books for over ten years and having read the newest seventh

edition am very excited about preparing my syllabus and using the book for the class. The text offers a comprehensive logical way to teach classes with creative options for incorporating technology along the way. The integration flows wonderfully and although we all have our own styles, I appreciate the tech and use of QR codes throughout as well as the case studies. Thank you, Dr. Joe, for all you give to our industry. Pr. Dianne Budion Devitt, New York University

The Pulitzer Prize Winner Nicholas Kristof said in his renowned article in New York Times "Professor, We Need You!" that "...some of the smartest thinkers on problems at home and around the world are university professors, but most of them just don't matter in today's great debates...". However, I will say, Professor Goldblatt always stands for these debates and reflects the current issues on his keeping updated book "special events". There may be some other academic textbooks about the growing field of event management; but Professor Goldblatt who is also known as one of the founding fathers in this discipline, always combines the most relevant cases studies with the established theories to date for readers. Everyone believes that we were born in an era of "Experience Economy" should pay for a read. Kuan-wen Eric Lin, PhD, MBA

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

Great! Congratulations from one of the eventologists who were truly inspired and thoroughly educated by you!

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

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