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by Robert C. Ford : **Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management)**

ISBN : #1439060320 | Date : 2011-02-14

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PDF-7887b | MANAGING QUALITY SERVICE IN HOSPITALITY: HOW ORGANIZATIONS ACHIEVE EXCELLENCE IN THE GUEST EXPERIENCE, 1st edition teaches the concept of treating customers as guests and creating a "WOW" experience for them. Many other texts in this subject area skip over guest-focused service strategy in hospitality or service. This text fully covers the topic of managing hospitality organizations by using academ... *Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management)*

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