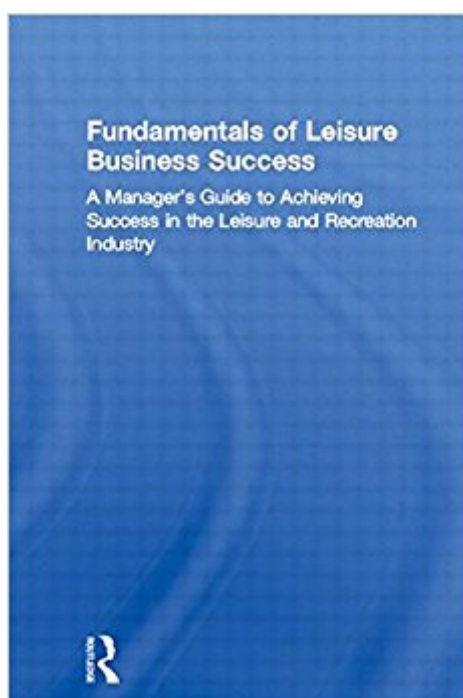


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Fundamentals Of Leisure Business Success: A Manager's Guide To Achieving Success In The Leisure And Recreation Industry (Haworth Marketing Resources)



Synopsis

Easy to read and conducive to discussion, *Fundamentals of Leisure Business Success: A Manager's Guide to Achieving Success in the Leisure and Recreation Industry* takes a practical, upbeat look at the world's largest industry--leisure and recreation--and gives you practical tips and surefire strategies for making your own profit or nonprofit leisure business a blue ribbon success. Its condensed format, interesting case studies, and helpful examples will show you how you can transform any sluggish, out-of-shape recreation business into an efficient, iron-willed, profit-producing marathoner! In *Fundamentals of Leisure Business Success*, you'll sidestep the theoretical, overly academic jargon that often bogs down books dealing with leisure and recreation and discover many revolutionary, practical ways that these theories translate into the everyday realities of market share, employee management, and all-out business survival. You'll have the benefit of 20 years of actual experience in the leisure and recreation field at your disposal so you can master the importance of contemporary business and management techniques. Specifically, your capacity to steer your leisure business will grow from: an introduction to the current size and scope of the leisure/recreation industry a quick tutorial on why business concepts are so important in leisure/recreation inspiring and educational case studies and actual examples survival tips on how to make worthwhile changes in your organization sources of additional leisure business information It might be true, as the old adage says, that all work and no play makes Jack a dull boy. But in our day and age, as *Fundamentals of Leisure Business Success* shows you, we live in a world where play is (ital) work--which can mean profit for you. Academics in recreation education and students and professionals in this expanding industry can break free from the pack and let the priceless, practical guidelines you'll find in this volume help you discover how you can make play work for you.

Book Information

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Customer Reviews

This book is a fascinating read, relating the story of a manager thrust into a run-down recreation club and transforming it into an effective organisation in two years. The location is Saudi Arabia, with significant religious constraints on western management and the substantially western hospital staff for whom the club is run. The author studied for his MBA after this experience and is therefore able to draw out the relationships between the management problems faced and the principles expounded in the management literature. It is therefore an interesting case-study and recommended reading for students struggling to link theory with practice.

Fundamentals of Leisure Business Success has recently been added as required reading at the Kozminski Academy of Entrepreneurship and Management in Warsaw, Poland (rated as the number one business school in Poland - for 6 years running - by Newsweek magazine). The students absolutely love its easy to read style as well as the international aspect of its content (the case study deals with a company that employs workers from over 72 countries). All in all, FLBS has proven to be a reader-approved business book that dispenses with the grind of academic jargon and presents the study of business from a hands-on practitioner's viewpoint.

At last, a truthful, real-life management book that focuses on the lucrative recreation and leisure profession. This is a well written and fascinating read that marries practitioner oriented reality with academic theory. The results are most interesting. The text focuses on a leisure business turn-around that succeeded under the most difficult of circumstances. While becoming completely immersed in the story, the reader suddenly finds that the basics of modern business management have been grasped. Well done.

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