



Rundum erfolgreich im Hotelmanagement: Dimensionen und Perspektiven im 360° -Blick (German Edition)

Ronny Baierl

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Die Neuerscheinung widmet sich vier entscheidenden Dimensionen für unternehmerischen Erfolg im Hotelmanagement. Diese sind für mittelständische Privathoteliere wie auch für General Manager international agierender Ketten von besonderer Bedeutung:

- 1.Dimension: Online-Reputation
- 2.Dimension: Kostenbewusstsein
- 3.Dimension: Mitarbeiter
- 4.Dimension: Geschäftsmodelle

Aus unterschiedlichen Betrachtungswinkeln werden je Dimension praxisbewährte Lösungsmöglichkeiten aus der Perspektive von Managern, Partnern, Gästen und Hochschulvertretern aufgezeigt.

Zahlreiche Best-Practice-Beispiele machen "Rundum erfolgreich im Hotelmanagement" zu einem unverzichtbaren Helfer im operativen und strategischen Hotelmanagement.

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