

(Free) Special Events: A New Generation and the Next Frontier

Special Events: A New Generation and the Next Frontier

Joe Goldblatt

*audiobook / *ebooks / Download PDF / ePub / DOC*



[Download](#)

[Read Online](#)

#170915 in Books 2010-10-05Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 9.15 x 1.41 x 7.78l, 2.56 #File Name: 047044987X576 pages | File size: 28.Mb

Joe Goldblatt : Special Events: A New Generation and the Next Frontier before purchasing it in order to gage whether or not it would be worth my time, and all praised Special Events: A New Generation and the Next Frontier:

This text chronicles and champions the development, changes, and challenges faced by the global celebrations industry for event planners. New interviews are included with experienced event leaders to give a better understanding of the field. New chapters are included on green events, corporate social responsibility, and theoretical case studies. Event measurement, evaluation, and assessment topics are integrated throughout a number of the chapters. Over 200 new Web resources and appendices show how to save money, time, and improve the overall quality of an event. Event planners will also learn how technology may be harnessed to help them improve their events financial, quality,

environmental and other strategic outcomes.