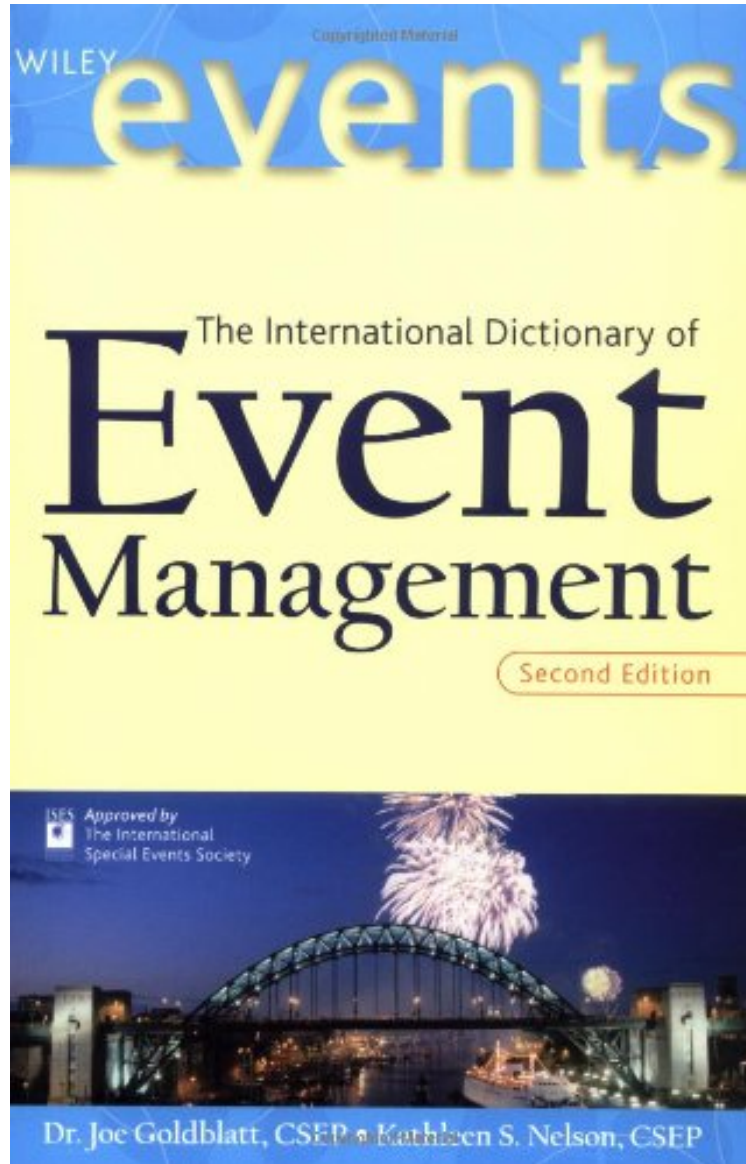


(Online library) The International Dictionary of Event Management

The International Dictionary of Event Management

From Wiley

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



[Download](#)

[Read Online](#)

#779335 in Books 2001-01-22Original language:EnglishPDF # 1 8.90 x .70 x 6.00l, 1.01 #File Name: 047139453X300 pages | File size: 38.Mb

From Wiley : The International Dictionary of Event Management before purchasing it in order to gage whether or not it would be worth my time, and all praised The International Dictionary of Event Management:

0 of 0 people found the following review helpful. i bought only because my class teacher suggested, its ...By Maria Angelz Baldozai bought only because my class teacher suggested, its not worth it, doesnt have all terminologies that would be helpful, mostly the stuff you know already, I find myself googling for definition most the time.4 of 4 people

found the following review helpful. Black Bag Productions ReviewBy K. J. MossAn absolute MUST for every event professionals bookshelf! Whether you have been in the business for years or are just starting out, this book can make sure you get the terminology right and learn the correct meanings. This book is a great accompaniment to the Backstage Handbook used in theatre coursework and other event management program books. Best money spent for a professional book!6 of 8 people found the following review helpful. Great book to have in the LibraryBy Steven F. WhyteIf the term exists, you'll find it here. A must have in an event planner's library.

The first and only comprehensive reference to the growing vocabulary of international event management A-to-Z coverage of nearly 4,000 terms-more than double the First Edition! Event management has a language all its own, one that is expanding rapidly as the event marketplace keeps pace with today's increasingly global economy. Because effective communication is the key to successfully researching, designing, planning, coordinating, and evaluating special events, it is essential to keep pace with the latest terminology. This invaluable reference helps you remain fluent in the language of event management by giving you quick access to the terms, phrases, and concepts you need to know to do your job well. Features include: * Entries updated and expanded with the help of event professionals from around the world * New coverage of catering, marketing, proposal writing, technology, and other important areas * A new section featuring terms grouped according to the key CSEP-identified categories: administration, coordination, marketing, and risk management The Wiley Event Management Series-Series Editor, Dr. Joe Goldblatt, CSEP The Wiley Event Management Series provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

From the Back CoverThe first and only comprehensive reference to the growing vocabulary of international event management A-to-Z coverage of nearly 4,000 termsmore than double the First Edition! Event management has a language all its own, one that is expanding rapidly as the event marketplace keeps pace with today's increasingly global economy. Because effective communication is the key to successfully researching, designing, planning, coordinating, and evaluating special events, it is essential to keep pace with the latest terminology. This invaluable reference helps you remain fluent in the language of event management by giving you quick access to the terms, phrases, and concepts you need to know to do your job well. Features include: Entries updated and expanded with the help of event professionals from around the world New coverage of catering, marketing, proposal writing, technology, and other important areas A new section featuring terms grouped according to the key CSEP-identified categories: administration, coordination, marketing, and risk management The Wiley Event Management SeriesSeries Editor, Dr. Joe Goldblatt, CSEP The Wiley Event Management Series provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.About the AuthorDR. JOE GOLDBLATT, CSEP, is the Director of The International Institute of Tourism Studies and the founding director of The Event Management Program at The George Washington University. As executive producer of his own special events firm in Washington, DC, he has produced United States presidential inaugurations, galas for foreign governments, and the opening of the Trump Taj Mahal Resort. KATHLEEN S. NELSON, CSEP, is a professor in the William F. Harrah School of Hotel Administration at the University of Nevada, Las Vegas; a Certified Special Events Professional; and the Chair of the International Special Events Society Certification Committee.