



Special Events: Twenty-First Century Global Event Management (The Wiley Event Management Series)

Joe Goldblatt

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From the foremost authority on event management

The only comprehensive guide to the research, design, coordination, evaluation, and marketing of all types of special events

The future is bright for event managers equipped with the essential training and skills required to research, plan, schedule, organize, and market special events anywhere in the world. In this Third Edition of his definitive guide to the profession, Dr. Joe Goldblatt, CSEP, imparts the logistical know-how and the theoretical understanding needed to take advantage of the countless opportunities in this rapidly growing field. From developing the event vision to managing vendor contracts, from event advertising to the latest in event management technology, Dr. Goldblatt provides authoritative guidance on every aspect of this complex and demanding profession. This outstanding new edition:

- * Includes over 35 inspiring and helpful new photographs
- * Features real-world case studies in 21st-century event management
- * Emphasizes the growing globalization of the profession
- * Examines new technologies, including the Internet and new software packages
- * Prepares candidates to pass the Certified Special Events Professional (CSEP) exam

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.

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