



# The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice

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## The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice From Wiley

This cutting edge and comprehensive book—with contributions from the star faculty of Cornell University's School of Hotel Administration—offers the latest thinking on the best practices and strategies for hospitality management. A must for students and professionals seeking to enter or expand their reach in the hospitality industry, *The Cornell School of Hotel Administration on Hospitality* delivers the authoritative advice you need to:

- Develop and manage a multinational career and become a leader in the hospitality industry
- Maximize profits from franchise agreements, management contracts, and leases
- Understand and predict customer choices, and motivate your staff to provide outstanding service
- Manage hospitality businesses and the real estate underlying the businesses
- Control costs, coordinate branding strategy, and manage operations across multiple locations

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### Editorial Review

#### From the Inside Flap

The world's leading school of hotel administration now offers a comprehensive overview of the hospitality industry. Comprised of contributions from twenty-eight Cornell University faculty members, *The Cornell School of Hotel Administration on Hospitality* outlines all of the best practices and hospitality management strategies they teach to their students.

Cornell's book covers cutting edge thinking and practice within four key areas in the hospitality industry. The first section outlines your career path in hospitality. How do you break in? How do you develop yourself to become a leader? Learn the key skills, knowledge, and personality traits that will make this career a good fit for you. Section 2 explains how to attract the right customers, deliver the service they expect, and set the right price, all while managing employees to achieve your firm's goals.

Section 3 focuses on how to achieve success by owning businesses, owning real estate underlying the businesses, or both, with an emphasis on profitability and cash flow. The final section covers the requirements for success at the corporate office: choose the right strategy, manage your brand, coordinate information, control costs, and implement the right systems to achieve success at multiple locations simultaneously.

Cornell University's School Of Hotel Administration, the first collegiate program in hospitality management, was founded in 1922. Today, it is regarded as the world leader in its field.

#### About the Author

**Michael C. Sturman** is a Professor of Management and the Kenneth and Marjorie Blanchard Professor of Human Resources at Cornell University's School of Hotel Administration. His current research focuses on the impact of human resource management on organizational performance and other job performance issues. He has written over one hundred articles, and is coauthor of *Managing Quality Service in Hospitality: How Organizations Achieve Excellence in the Guest Experience*.

**Jack B. Corgel** is a full professor at the School of Hotel Administration and served as the first director of the school's Center for Hospitality Research. He consults with PKF Hospitality Research, where he helps develop new products for the hotel industry based on property-level financial performance.

**Rohit Verma** is a Professor of Service Operations Management at the School of Hotel Administration, and also serves as the Executive Director for the Center for Hospitality Research (CHR). He has published over fifty articles in prestigious business journals, written numerous CHR research reports, and routinely presents at major industry conferences. He is coauthor of *Operations and Supply Chain Management for the 21st Century*.

### Users Review

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**Bobby Blade:**

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**Cheree Kramer:**

The book The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice has a lot of knowledge on it. So when you make sure to read this book you can get a lot of advantage. The book was published by the very famous author. McDougal makes some research prior to write this book. This kind of book very easy to read you may get the point easily after looking over this book.

**Timothy Wrobel:**

Reading can be called brain hangout, why? Because while you are reading a book mainly book entitled The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice your brain will drift away through every dimension, wandering in each aspect that maybe unknown for but surely will end up your mind friends. Imaging every single word written in a book then become one web form conclusion and explanation this maybe you never get before. The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice giving you another experience more than blown away your mind but also giving you useful facts for your better life within this era. So now let us show you the relaxing pattern this is your body and mind will probably be pleased when you are finished reading through it, like winning a sport. Do you want to try this extraordinary shell out spare time activity?

**John Negron:**

The book untitled The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice contain a lot of information on it. The writer explains your ex idea with easy means. The language is very straightforward all the people, so do not worry, you can easily read the item. The book was authored by famous author. The author gives you in the new period of literary works. It is possible to read this book because you can read more on your smart phone, or product, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can open up their official web-site and order it. Have a nice learn.

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