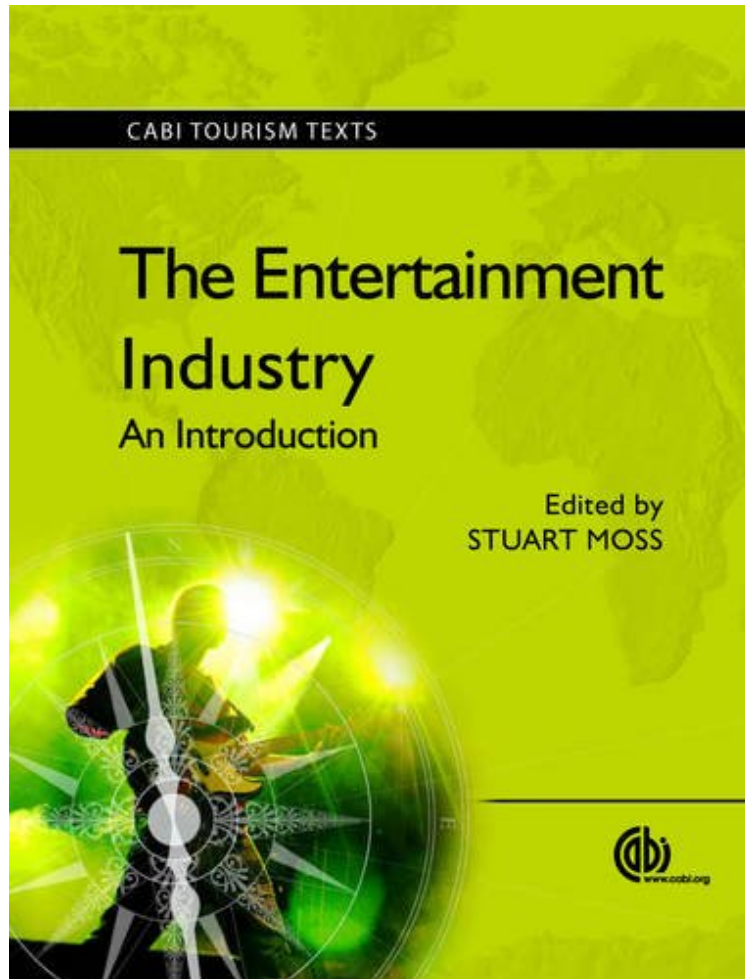


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contemporary issues, micro and macro business, environmental influences, detailed case studies and future directions of that sector. It will be an essential text for undergraduate students in entertainment management, events management and related tourism subjects.

About the AuthorStuart Moss