

The Global Theme Park Industry

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from the first pleasure gardens to the global theme park companies this book provides an understanding of the nature and function of theme parks as spaces of entertainment it portrays the impacts of theme parks as global competitive actors agents of global development and cultural symbols in the context of their role in the developing economy

drawing from expansive international experience and expertise holt goes beyond the traditional text and delves beneath the surface of international management this text offers a truly global perspective incorporating research and case examples from around the globe not just the united states and canada the text focuses on the most important aspect of international management leadership in a cross cultural multidomestic and multicultural environment the market includes all universities that teach a course in international management it may be used for both upper division undergraduate and graduate level courses

a survey of the topics covered in traditional international business presented at an accessible level it provides a general introduction emphasizes the environmental factors and focuses on managerial implications profiles demonstrate how business people have launched their own careers

the harry potter books are some of the bestselling books of all time in this fascinating study susan gunelius analyzes every aspect of the brand phenomenon that is harry potter delving into price wars box office revenue and brand values amongst other things this is the story of the most incredible brand success there has ever been and is the perfect case study for academics professionals and students alike

this comprehensive overview of international business is divided into various business functions making it clear and easy to understand in every chapter culture quest insights into culture geography and business lead readers to a multi media experience of a certain country or region that provides useful information on the impact of culture on business cases specific to each region or country add to the total reading experience topics covered include the world s marketplaces the international environment managing international business and business operations for ceos managers and other executives who need to understand the cultural mores of the global societies with which they do business

provocative insights into china travel and technology in the 21st century highlight this must read book for anyone interested in the world s most rapidly changing society

in this volume dr clive morley presents a series of papers designed to illustrate facets of managing organisations engaged in tourism back cover

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