



Managing the Guest Experience in Hospitality

Robert Ford, Cherrill P. Heaton

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This book is organized around the 14 "Service Principles" with a chapter dedicated to each. The most recent research is integrated throughout to support each principle and each chapter provides "Exemplars of Excellent Service". A "Moment of Truth" feature interspersed throughout the book provides an open-ended guest service vinette and allows the reader to provide an appropriate response or analysis of the situation that reflects an understanding of the principle being covered. A "Lessons Learned" section at the end of each chapter provides both practitioners and students with a review of the material quickly, in a useful, applied way.

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