

ONLINE CATALOGUE

Cases in hospitality marketing and management

	Author	Lewis,Robert C.
	Publication Data	New York: John Wiley and Sons, Inc., 1997
	Edition	2nd ed.
	Physical Description	XXXIII, 466p
	Subject Area	Home economics
		Hospitality industry United States Management Case studies Hospitality industry United States Marketing Case studies
	Call Number	647.940688 LEW
Philadelphia University Library 2011		