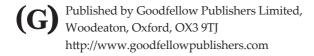
Marketing in Food, Hospitality, Tourism and Events

A Critical Approach

Richard Tresidder and Craig Hirst



British Library Cataloguing in Publication Data: a catalogue record for this title is available from the British Library.

Library of Congress Catalog Card Number: on file.

ISBN: 978-1-906884-52-9

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Design and typesetting by P.K. McBride, www.macbride.org.uk

Cover design by Cylinder, www.cylindermedia.com

Printed by Marston Book Services, www.marston.co.uk

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Acknowledgements

I would like to thank Emmie for all support and understanding during the production of this book. I would also like to thank our colleagues at the Sheffield Business School for providing us with the space and understanding to produce this piece of work.

RT

I would like to thank Faye and Ralph for their generosity in allowing the time and space to complete this book. Their support and patience has been immeasurable. We will be having a new member joining our family shortly and I dedicate this piece to all of you. I also express gratitude to all the students and colleagues who have helped the development of ideas that feature in this book, thanks for letting me trial them on you. Finally to my parents and Mick and Lynn for being so supportive and taking away some of the pressures that are so integral to this process. Thanks to you all.

CH

Additionally we would like to thank Tim and Sally at Goodfellow Publishers for their patience and support from the submission of the initial proposal to the full manuscript.