

## Casino Management A Strategic Approach

When Daniel Hunter and Jethro Heiko began planning at a kitchen table, they knew that their movement would be outspent by hundreds of millions of dollars. They were up against powerful elected officials, private investigators, hired thugs, and the state supreme court. Even before they started, newspapers concluded the movement had no chance. This riveting David versus Goliath story is a rare first-person narrative, giving unparalleled access to the behind-the-scenes of campaigns: the fervent worrying in late-night meetings, yelling matches behind church benches, and last-minute action planning outside judges' chambers. It's in the heat of these moments that the nuances of strategy come to life, showing what it takes to overpower billionaires for a cause you believe in. Written by an experienced and unusually self-reflective direct action organizer, this book might be the most enjoyable way you've ever empowered yourself to change the world.

Casino Management A Strategic Approach Prentice Hall

Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps

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you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

Complete guidance to the ins and outs of gaming operations Management personnel need a thorough understanding of the business side of the casino industry to ensure profits???and to avoid losses. It's a sure bet that Casino Operations Management, Second Edition will help current and future gaming management professionals better serve any casino. Written by experts with over

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65 years of combined experience in the field, this Second Edition offers all the critical skills and know-how to equip gaming and casino operators with the knowledge needed for the management office, cage operations, and table game and slot operations. This updated edition features detailed coverage of: Current high-roller marketing tactics and their effect on profitability The effect of popular money management systems on casino profits The initial development process of an Indian casino Studies designed to identify the patronage motives of gamblers, including those of riverboat customers Slot club design: player rating issues, point accumulation schemes, and more Principles of casino floor design: managing table game and slot location Studies designed to measure the profit contribution of popular slot promotions Casino Operations Management, Second Edition uses simplified mathematics and statistics throughout, and provides readers with a thorough understanding of all aspects of the casino industry business. It is a must-have reference for students and casinos that develop managers internally.

From restaurants to resorts, the hospitality industry demands strong operations management to delight guests, develop employees, and deliver financial returns. This introductory textbook provides students with fundamental techniques and tools to analyse and improve operational capabilities of any hospitality

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organization.

Creativity and Strategic Innovation Management was the first book to integrate innovation management with both change management and creativity to form an innovative guide to survival in rapidly changing market conditions. Treating creativity as the process, and innovation the result, Goodman and Dingli emphasise the importance of a strategic approach to management through fostering creative processes. Revised and updated for a second edition, this ground-breaking book now includes: A new section on contemporary themes in innovation management, such as the use of social media and sustainability. More coverage of entrepreneurship, ethics, diversity issues and the legal aspects of technology and innovation management. More international cases and real life examples. The book is also supported by a range of new tutor support materials. This textbook is an ideal accompaniment to postgraduate courses on innovation management and creativity management. The focused approach by Goodman and Dingli also makes it useful as supplementary reading on a range of courses from management of technology to strategic management.

The modern manager faces a bewildering range of challenges every single day. Their ability to make critical decisions, often under pressure, can directly determine the future success of the company and their career. It is therefore

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surprising that so few managers take the time to learn the art of decision making. In this groundbreaking book from Caroline Wang, readers will learn that quality decision making is a competence that can be acquired according to a simple framework. The framework is practical and easy-to-remember, consisting of two acronyms: GPA and IPO. GPA for decision content quality (Goal, Priority, Alternatives); and IPO for decision process quality (Information, People, Objective reasoning). The book places emphasis on leading a team to make decisions, even though the framework can be used for personal and individual decisions. By using this common decision-making framework, managers and leaders will gain credibility and team support for the decision, will confidently articulate, promote, and defend the decision, and will have made the necessary preparations for successful implementation when the decision-making process is complete. This proven framework from one of Asia's most dynamic leadership experts will improve the quality of your decisions and change the way you do business.

A resource for industry professionals and consultants, this book on corporate strategy lays down the theories and models for revitalizing companies in the face of global recession. It discusses cutting-edge concepts, constructs, paradigms, theories, models, and cases of corporate strategic leadership for bringing about

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transformation and innovation in companies. It demonstrates that great companies are those that make the leap from 'good' results to 'great' results and sustain these for at least 15 years; it explores, reviews and analyzes great transformation strategies in this context. Each chapter in the book is appended with transformation exercises that further explicate the concepts.

For most people, the game of blackjack provides excitement and entertainment—and somewhat erratic results. Although we may know the basic rules and even a few strategies, most of us still manage to lose our stakes time and again. Now, gambling columnist and blackjack expert Mike “Bootlegger” Turner has written the perfect guide to help the average player turn the tables. Bootlegger’s 200 Proof Blackjack begins by explaining the basics of blackjack. It then analyzes the most effective strategies for increasing your odds of winning. Included are discussions of money management for strategic and advantage play, tips for avoiding common pitfalls, a unique section on using the casinos’ promotional money to play, and simple instructions on the best card-counting system for novice counters. Easy-to-follow tables and card hands illustrate strategies. And each book includes a pocket-sized “Quick-Reference Guide” that you can use at the tables.

Through an effective blend of analysis and examples this text integrates the game theory revolution with the traditional understanding of imperfectly competitive markets.

The concept of Corporate Social Responsibility (CSR) has become increasingly widespread, as businesses seek to incorporate socially responsible behaviors while still being accountable to shareholders. Indeed some research has suggested that CSR in itself can form the basis of

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good PR by promoting consumers' purchase decisions. Arguing that this approach is a dangerous oversimplification, this book takes a deeper look at the concept of CSR in a particularly challenging context - casino gaming. Originally the province of seedy, backdoor establishments in isolated cities, casino gaming has become a multibillion-dollar global industry. Drawing on in-depth research in Las Vegas, this unique study examines how and why corporations in the casino industry interpret and engage in CSR through community support, environmental issues, labor rights, and corporate governance. Through in-depth analysis of CSR in this industry, this book adds a new dimension to the debate on the role of CSR and public relations in business. Given the burgeoning relationship between CSR and corporate PR, the book seeks to illuminate CSR's complexities, contradictions, and moral obligations. It will be of interest to all scholars of public relations, corporate communications, and corporate reputation.

Managing & Using Information Systems: A Strategic Approach provides a solid knowledgebase of basic concepts to help readers become informed, competent participants in Information Systems (IS) decisions. Written for MBA students and general business managers alike, the text explains the fundamental principles and practices required to use and manage information, and illustrates how information systems can create, or obstruct, opportunities within various organizations. This revised and updated seventh edition discusses the business and design processes relevant to IS, and presents a basic framework to connect business strategy, IS strategy, and organizational strategy. Readers are guided through each essential aspect of information Systems, including information architecture and infrastructure, IT security, the business of Information Technology, IS sourcing, project management, business analytics, and

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relevant IS governance and ethical issues. Detailed chapters contain mini cases, full-length case studies, discussion topics, review questions, supplemental reading links, and a set of managerial concerns related to the topic.

The chief investment officers (CIOs) at endowments, foundations, family offices, pension funds, and sovereign wealth funds are the leaders in the world of finance. They marshal trillions of dollars on behalf of their institutions and influence how capital flows throughout the world. But these elite investors live outside of the public eye. Across the entire investment industry, few participants understand how these holders of the keys to the kingdom allocate their time and their capital. What's more, there is no formal training for how to do their work. So how do these influential leaders practice their craft? What skills do they require? What frameworks do they employ? How do they make investment decisions on everything from hiring managers to portfolio construction? For the first time, CAPITAL ALLOCATORS lifts the lid on this opaque corner of the investment landscape. Drawing on interviews from the first 150 episodes of the Capital Allocators podcast, Ted Seides presents the best of the knowledge, practical insights, and advice of the world's top professional investors. These insights include:

- The best practices for interviewing, decision-making, negotiations, leadership, and management.
- Investment frameworks across governance, strategy, process, technological innovation, and uncertainty.
- The wisest and most impactful quotes from guests on the Capital Allocators podcast.

Learn from the likes of the CIOs at the endowments of Princeton and Notre Dame, family offices of Michael Bloomberg and George Soros, pension funds from the State of Florida, CalSTRS, and Canadian CDPQ, sovereign wealth funds of New Zealand and Australia, and many more. CAPITAL ALLOCATORS is the essential new reference manual for



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current and aspiring CIOs, the money managers that work with them, and everyone allocating a pool of capital.

Casinos: Organization and Culture is a fascinating look at the world inside the casino building. The first section of the book describes the organizational structure of casino facilities with information on different casino departments and their functions and the culture within the casino hotel. The first section also includes an in depth look at food and beverage services within the casino industry as well as meetings, conventions, and entertainment. The second part of the book delves into the close relationship between the casino employees and the customers which has led to the creation of a culture within casinos that is highly distinctive.

The lifestyle impact of the gamblers and the employees are thoroughly covered. For example some customers are very superstitious about which dealer's table they will sit, or which slot machine they will play, or even what clothing is worn. These feelings are real to the players and influence their actions, adding another layer to casino culture. Human resource issues in casino operations, responsible gaming and addictive behaviors, the casino as a community neighbor are also important aspects of casino culture that are detailed in this book.

Unlike other casino books, this book examines the casino industry using a business paradigm. It emphasizes both external environmental influences and internal points of control, leaving readers with a more strategic look at how casinos operate and factors that influence their success. The book starts with a discussion of the microenvironment of casinos and ends with marketing topics such as product, price, place and promotions. Nine vignettes appear throughout and capture current issues such as crisis planning and security. Throughout the book, special emphasis is placed on strategic market planning and the connection between

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entertainment and industry. KEY TOPICS: Brings the casino industry into the business paradigm and offers a more strategic look at the casino segment of the hospitality industry. Offers sound coverage of strategic market planning and fundamental business theory. Examines the external and internal factors impacting casino management and the casino industry. Presents external factors influencing the casino industry such as economics, politics, social issues, consumer behavior and competition. \* Analyzes the internal controls that casinos use to modify or enhance the impacts: product, price, place, and promotions. Shows why casinos need to understand politics. Supplies casino managers with the basic understanding of how governments think when forming casino laws. \* Focuses on how and why governments do what they do, not just specific legislations and laws. \* Explores the impact geographic location, transportation, public relations, sales promotions, advertising and personal selling has on casino success. Uses vignettes to explore issues such as crisis management, the global market, the impact on Native Americans, security, and advertising. \* An excellent reference for casino managers.

(You can find this book in Kindle as well) This book is written for new Casino Hosts to explore the depth and breadth of your role, and for experienced Casino Hosts to take your game to the next level and prepare for the future. If you are a manager, this book may express ideas that you take for granted, and that you can use in coaching your team. This book includes advice from Hosts, Player Development Executives, and Management. They have shared their ideas generously because they have a passion for this profession! H - Happy to Help O - Organized S - Strategic T - Thoughtful In Happy to Help, we explore what it means to Help the guest while meeting the financial demands of the Casino. And we explore the need to be Happy to Help

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because you will burn out if you don't have a genuine passion for the role. In Organized, we talk about techniques to manage your day because the role of being a Host is so detail oriented and demanding. In Strategic, we describe how the organized Host will take pro-active steps to meet their Goals, also referred to as KPI's. In Thoughtful, we talk both about how to be thoughtful with your guests, which means using your Emotional Intelligence, but also being thoughtful about your role and how to stay out of trouble. In the Final Chapter, we discuss how to plan for your next career move. You might want to stay as a Host, move into Management, or build out your personal guest list and brand yourself as a Player Development Executive. Contact [pcutler@harvesttrends.com](mailto:pcutler@harvesttrends.com) to buy multiple copies with a purchase order and for discount pricing.

An authoritative introduction to the world of professional gaming and casino management, from the authorities on the subject, the faculty of the UNLV International Gaming Institute: Vincent H. Eade, Director David J. Christianson, Dean William F. Harrah College of Hotel Administration Contributing faculty members: Frank D. Borsenik Leslie E. Cummings Robert J. Martin John T. Bowen Bernhardt Fried Andrew Nazarechuk Pearl Brewer Zheng Gu John M. Stefanelli Anthony N. Cabot Jim Kilby This is the book for anyone interested in pursuing or advancing a career in the gaming or casino industry, the ideal reference for hospitality students as well as professionals. Completely up-to-date and reflecting current academic and technological trends in the field, as well as

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the legislative developments permitting gambling casinos in almost every state, The Gaming Industry: \* Covers the historical background and regulatory aspects of gaming \* Explores all facets of casino operations--from food and beverages to cage operations, auditing, marketing, and reporting \* Examines the mathematics and utility analysis of gaming, including all newly introduced technologies and related practices for gaming and casino operations \* And much more...

Recent decades have seen a dramatic shift away from social forms of gambling played around roulette wheels and card tables to solitary gambling at electronic terminals. Slot machines, revamped by ever more compelling digital and video technology, have unseated traditional casino games as the gambling industry's revenue mainstay. *Addiction by Design* takes readers into the intriguing world of machine gambling, an increasingly popular and absorbing form of play that blurs the line between human and machine, compulsion and control, risk and reward. Drawing on fifteen years of field research in Las Vegas, anthropologist Natasha Dow Schüll shows how the mechanical rhythm of electronic gambling pulls players into a trance-like state they call the "machine zone," in which daily worries, social demands, and even bodily awareness fade away. Once in the zone, gambling addicts play not to win but simply to keep playing, for as long as possible--even at the cost of physical and economic exhaustion. In continuous

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machine play, gamblers seek to lose themselves while the gambling industry seeks profit. Schüll describes the strategic calculations behind game algorithms and machine ergonomics, casino architecture and "ambience management," player tracking and cash access systems--all designed to meet the market's desire for maximum "time on device." Her account moves from casino floors into gamblers' everyday lives, from gambling industry conventions and Gamblers Anonymous meetings to regulatory debates over whether addiction to gambling machines stems from the consumer, the product, or the interplay between the two. *Addiction by Design* is a compelling inquiry into the intensifying traffic between people and machines of chance, offering clues to some of the broader anxieties and predicaments of contemporary life. At stake in Schüll's account of the intensifying traffic between people and machines of chance is a blurring of the line between design and experience, profit and loss, control and compulsion. *Fundamentals of Risk Management*, now in its fourth edition, is a comprehensive introduction to commercial and business risk for students and a broad range of risk professionals. Providing extensive coverage of the core frameworks of business continuity planning, enterprise risk management and project risk management, this is the definitive guide to dealing with the different types of risk an organization faces. With relevant international case examples from both the

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private and public sectors, this revised edition of Fundamentals of Risk Management is completely aligned to ISO 31000 and provides a full analysis of changes in contemporary risk areas including supply chain, cyber risk, risk culture and improvements in risk management documentation and statutory risk reporting. This new edition of Fundamentals of Risk Management has been fully updated to reflect the development of risk management standards and practice, in particular business continuity standards, regulatory developments, risks to reputation and the business model, changes in enterprise risk management (ERM), loss control and the value of insurance as a risk management method. Also including a thorough overview of the international risk management standards and frameworks, strategy and policy, this book is the definitive professional text for risk managers.

In order to understand the gaming and casino industry, it is important to know the terms that people use. Written for anyone interested in gaming, this dictionary provides an easy-to-use resource that defines casino industry terms and phrases, and makes sense of confusing jargon and buzz words. Moving beyond a traditional glossary or dictionary, the book includes both gaming and business terms and gives readers the tools to communicate effectively with those in the industry. Offering unique coverage of game names, game rules, gambling jargon,

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dealer phrases, cheating techniques, and business terms, the dictionary not only introduces readers to the language of the industry, it introduces them to the industry itself. Defines over 2,000 gaming and business terms and phrases. Offers simple, concise definitions of terms giving readers the language needed to communicate more effectively with people in the industry. Includes common business terms as well as gaming terms. Anyone interested in gaming. Casino Management in Integrated Resorts introduces students to the changing nature of casino businesses within the framework of an integrated resort or hospitality organisation. In the new integrated casino model, casinos play an important role not only in revenue generation but in supporting the other amenities in the resort, including bars, restaurants, hotels and theme parks. This book brings readers up to speed with the challenges of managing a casino within this rapidly expanding gaming–leisure–tourism industry. It covers a range of essential topics, such as the basic psychology of casino gaming, the role and history of casinos within an integrated resort, staffing, floor design, table and slot game management, control and security, marketing and social impact. Written in an accessible style, this book is suitable for readers with no prior knowledge of, or experience in, casino operations. It will be an essential introductory yet comprehensive resource for all those undertaking casino management courses.

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Casino and gaming operations have some of the most unique accounting and control issues found in any industry. Accounting for Casinos and Gaming delves into gaming operations, covering those accounting issues most relevant to a gaming entity. Topics covered include the accounting for loyalty and incentive programs, jackpots, chips and tokens, licensing fees, payroll, marker collections, fixed assets, and interest capitalization. The book also addresses gaming controls and federal reporting requirements. This unique resource is ideal for anyone operating a casino or gaming operation, or who wants to learn more about the industry.

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780131926721 .

You think you have a winning strategy. But do you? Executives are bombarded with bestselling ideas and best practices for achieving competitive advantage, but many of these ideas and practices contradict each other. Should you aim to be big or fast? Should you create a blue ocean, be adaptive, play to win—or forget about a sustainable competitive advantage altogether? In a business



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environment that is changing faster and becoming more uncertain and complex almost by the day, it's never been more important—or more difficult—to choose the right approach to strategy. In this book, The Boston Consulting Group's Martin Reeves, Knut Haanæs, and Janmejaya Sinha offer a proven method to determine the strategy approach that is best for your company. They start by helping you assess your business environment—how unpredictable it is, how much power you have to change it, and how harsh it is—a critical component of getting strategy right. They show how existing strategy approaches sort into five categories—Be Big, Be Fast, Be First, Be the Orchestrator, or simply Be Viable—depending on the extent of predictability, malleability, and harshness. In-depth explanations of each of these approaches will provide critical insight to help you match your approach to strategy to your environment, determine when and how to execute each one, and avoid a potentially fatal mismatch. Addressing your most pressing strategic challenges, you'll be able to answer questions such as:

- What replaces planning when the annual cycle is obsolete?
- When can we—and when should we—shape the game to our advantage?
- How do we simultaneously implement different strategic approaches for different business units?
- How do we manage the inherent contradictions in formulating and executing different strategies across multiple businesses and geographies?

Until

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now, no book brings it all together and offers a practical tool for understanding which strategic approach to apply. Get started today.

**THE WILEY EVENT MANAGEMENT SERIES** The essential guide to making your events extraordinary Practical strategies for designing and decorating special events Event planners need professional-caliber information that explains how to decorate a venue for a special event—from assessing the client's decor needs and objectives to staying within a budget. *Art of the Event* serves as the ultimate guide to designing and decorating events and celebrations, from eight to 8,000 guests. Written by James C. Monroe, a Certified Meeting Professional (CMP) and Certified Special Events Professional (CSEP) with decades of experience in special event design and decoration, *Art of the Event* is divided into three comprehensive parts to help readers redefine the modern profession of event design: Principles, Processes, and Practices: examines aesthetics, the design process, and professional practices The Decorative Elements: describes the various decorative elements that are used in special events and discusses how to use them in practical and specific ways The Universe of Special Events: describes various types of events that the designer is asked to create and discusses the different requirements of each, including nonprofit events, corporate events, social events, weddings, fairs, and parades **THE WILEY EVENT MANAGEMENT SERIES**—Series Editor, Dr. Joe Goldblatt, CSEP **THE WILEY EVENT MANAGEMENT SERIES** provides professionals with the essential knowledge and

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cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

In terms of expenditures, Macau SAR is now the world's biggest gaming destination. However, it is currently experiencing the first downturn in gaming revenues since the liberalization of the SAR's casino sector in 2002. The downturn coincided with the Chinese government's implementation of its tough anti-corruption measures in 2014 and was both sudden and substantial. At the time of writing Macau's tourism supply continues to grow with demand lagging far behind. A plethora of developments is under construction, and a full market recovery is unlikely before these projects are complete. The ever-intensifying competition is increasing the importance that businesses attach to managing revenues to achieve competitive advantage. This case study places a spotlight on the tactical challenges confronting management in a highly competitive market where a strategic approach to revenue management is urgently required. Features numerous job profiles in the casino and gaming industry and includes appendixes covering professional organizations, schools, associations, unions, and casinos. Career profiles include blackjack dealer, casino host, concierge, and hotel publicist.

Read this book and you will have a road-map for success as you create or improve

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your Player Development program, in the context of your Casino Marketing strategy. It belongs on the shelf of any Executive in Casino Management who wants to drive revenue from a strategic approach to PD. For your Player Development team to drive revenue, you have to set the targets and provide all of the tools and techniques that will ensure success. This book is written from experience, and you will benefit from the hits and misses of your peers!

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The practical steps in this book came from 10 years of working with Player Development professionals across the USA. Including those who use PowerHost, a host contact management system that drives Host Goals. Visit [www.harvesttrends.com](http://www.harvesttrends.com) to learn more, connect to the author at <https://www.linkedin.com/in/jackieparker/>

"Considerable change has transpired in the years since the first edition of this book was published, yet the paradox remains - investments in IT-enabled business change are still not being consistently translated into business value. This is the Information Paradox - the conflict between the widely held belief that information, and investment in IT to provide that information, is a "good thing" and the all too frequent reality that we cannot demonstrate a connection between IT investments and business results." "John

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Thorp and Fujitsu Consulting have continued to work with many clients around the world, implementing the Benefits Realization Approach - a unique, client-tested framework that introduces a benefits-focused mindset. Their experience has led to the understanding that the issues with IT value are merely a symptom of a broader business value problem, and to the development of a new, expanded approach - Enterprise Value Management." "A completely new Afterword outlines this new approach which goes beyond the challenge of IT value to provide a comprehensive value-driven organizational governance process. It builds on the foundation of benefits realization to help organizations manage value in an increasingly uncertain and real-time business environment. It takes readers to a new level of understanding."--BOOK JACKET.Title Summary field provided by Blackwell North America, Inc. All Rights Reserved

The hospitality industry is one of the world's largest and oldest industries. A Profile of the Hospitality Industry provides an inside look to the strategies of this industry. This book reviews the developments, challenges, and opportunities for the hotel, restaurant, foodservice and gaming industries. The hospitality industry is unique in many aspects which makes this book a must read for hospitality students, business students and those interested in management strategy.

After reading a book about a guy who gave up everything, moved to Las Vegas to become a professional gambler with only \$6,000 to his name, and went on to become a

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millionaire, Greg Elder's mission was set. For the next year, he decided to support his wife and daughter as a professional gambler. He wasn't exactly sure HOW he was going to do this, but he couldn't wait to get started. The odds moved slowly in Greg's favor as he discovered the method to making professional gambling a career. Over the course of 12 months, he became an expert on the world of casinos. He investigated everything from the most beneficial tactics to the psychological warfare that is used to deter unsuspecting gamblers. In the midst of this, he discovered a new purpose for himself, one that allowed him to do what he loved without losing himself along the way. Be prepared to have your eyes opened and your perspectives broadened as you follow Greg's journey through the busts, folds, and jackpots of being a professional gambler. The first book to identify psycho-biological principles of gambling.

Assessing Business Excellence presents a strategic framework for business excellence and total quality management and shows how you can be actively involved in continuous improvement by systematically reviewing your business activities and results against holistic business excellence frameworks. For all practitioners who seek to use total quality management to improve their organization's effectiveness, efficiency and responsiveness, this title is the essential route map to business excellence. From two leading expert authors comes a book where the most recognized quality award criteria are used to

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explore the concepts of business excellence and self-assessment. This book: \*

- \* Introduces the major business excellence and total quality frameworks including The Malcolm Baldrige National Quality Award and the European Quality Award and ISO9000:2000
- \* Compares the frameworks and identifies their strengths and limitations
- \* Introduces the self-assessment process
- \* Explores the main approaches to self-assessment
- \* Illustrates the practical benefits of self-assessment through case examples

The marketing guru of Caesars/Harrah's shows how you can double-down and win with a proven data-driven approach. Walking through Caesars in Las Vegas may seem like a dream—the lights are not too bright, the temperature is perfect, and everything is within your reach. But behind this “magical” experience is a carefully choreographed performance based on deep understanding and rigorous analysis of extensive data to help ensure guests have an incredible and personalized experience. The Caesars marketing story is recognized as one of the best examples of using data to improve the customer experience and marketing effectiveness in all of business. Marketing legend David Norton orchestrated the initiatives that made Harrah's/Caesars Entertainment one of the greatest marketing companies in the world. His approach of using data to identify opportunities for the business, developing the narrative to sell throughout the

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organization and partnering with various constituents to drive successful implementation operationally is unparalleled. In *The High Roller Experience*, he shares his secrets to creating an unbeatable marketing strategy. In addition to discussing core items such as analytics, CRM and loyalty programs, he examines the leadership and organizational processes required to create a customer-centric and data informed business. The author also shares case studies from the work at GALE helping companies leverage technology advances to improve the customer experience and build customer loyalty across a wide-range of industries. With this book to guide you, you'll learn how to use loyalty programs, analytics, and technology to drive phenomenal transformational change and rapid revenue growth within your own organization.

A managers, whether brand-new to their positions or well established in the corporate hierarchy, can use a little brushing-up now and then. As customer loyalty increasingly becomes a thing of the past, customer relationship management (CRM) has become one today's hottest topics. Customer relationships management: A strategic approach supplies easy-to-apply solutions to common CRM problems, including how to maximize impact from CRM technology, which data warehousing techniques are most effective and how to create and manage both short-and long-term relationships. This book acquaints



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student focuses on the strategic side of customer relationship management. The text provides students with an understanding of customer relationship management and its applications in the business fields of marketing and sales. This book tells the history, organizational structure, and management strategies of the hospitality industry. The hospitality industry is a unique and diverse industry. This book tells the history, organizational structure, and management strategies of the hospitality industry. Traditionally an entrepreneurial business, the hospitality industry today includes organizations ranging from small independent cafes and inns to large multinational corporations. The author highlights key hotel, restaurant, and casino companies, and explains the concepts of franchising, consortia, and management contracts. The book divulges how the hospitality product is different from other industries: part service and part product, produced and consumed simultaneously, and the role of the customer as part of the service process. The book explains how perishable inventory and labor intensity affect hotels, restaurants, and casinos. The author also reviews policies that promote or restrict tourism and travel, guest and employee safety, labor regulations, food safety laws, and requirements for accommodations for customers with disabilities. This text explains key strategic management decisions of the hospitality industry. The author projects how global

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expansion and sustainability efforts are shaping the industry, but also warns of the ongoing threats of pandemics and terrorism to travel.

Climate change, and the resultant impact on resource management and societal wellbeing, is one of the greatest challenges facing businesses and their long-term performance. Uncertainty about access to resources, unanticipated weather events, rapidly changing market conditions and potential social unrest is felt across all business and industry sectors. This book sets out an engaging step-by-step scenario-planning method that executives, Board members, managers and consultants can follow to develop a long-term strategy for climate change tailored for their business. Most climate change strategy books discuss climate mitigation only, focusing on how companies engage with carbon policy, new technologies, markets and other stakeholders about reducing carbon emissions. This book explores these themes but also looks at strategizing for climate change adaptation. Adaptation is equally important, especially given that companies cannot negotiate with nature. There is a need to interpret climate science for business in a way that acknowledges the realities of climate change and identifies a way forwards in responding to this uncertain future.

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