



Marketing Leadership in Hospitality and Tourism

Strategies and Tactics for Competitive Advantage
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Corporate Governance, Sustainability, and Information Systems in the Aviation Sector, Volume I Kasım Kiracı,Kıymet Tunca Çalıyurt,2022-10-26 This book delves into corporate governance sustainability and information systems related to the aviation sector Due to globalization and rise in cross border business the aviation sector has become an essential means of transport However the industry has tremendous impact on social economic and natural environments and carries significant risks The book explores such issues plaguing the aviation sector under three key areas CSR and sustainability information systems and risk management and corporate governance and accountability in the airline industry The book concludes with an analysis of the impact of COVID 19 crisis on the industry and ways to respond and recover from the effects of the pandemic **Tb Essentials of Marketing 5e** Lamb,Hair,Carl McDaniel,2005-10 [QFINANCE: The Ultimate Resource, 4th edition](#) Bloomsbury Publishing,2013-09-26 QFINANCE The Ultimate Resource 4th edition offers both practical and thought provoking articles for the finance practitioner written by leading experts from the markets and

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