



The International Dictionary of Event Management

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The first and only comprehensive reference to the growing vocabulary of international event management

A-to-Z coverage of nearly 4,000 terms-more than double the First Edition!

Event management has a language all its own, one that is expanding rapidly as the event marketplace keeps pace with today's increasingly global economy. Because effective communication is the key to successfully researching, designing, planning, coordinating, and evaluating special events, it is essential to keep pace with the latest terminology. This invaluable reference helps you remain fluent in the language of event management by giving you quick access to the terms, phrases, and concepts you need to know to do your job well. Features include:

- * Entries updated and expanded with the help of event professionals from around the world
- * New coverage of catering, marketing, proposal writing, technology, and other important areas
- * A new section featuring terms grouped according to the key CSEP-identified categories: administration, coordination, marketing, and risk management

The Wiley Event Management Series-Series Editor, Dr. Joe Goldblatt, CSEP

The Wiley Event Management Series provides professionals with the essential knowledge and 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.

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Editorial Review

From the Back Cover

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About the Author

DR. JOE GOLDBLATT, CSEP, is the Director of The International Institute of Tourism Studies and the founding director of The Event Management Program at The George Washington University. As executive producer of his own special events firm in Washington, DC, he has produced United States presidential inaugurations, galas for foreign governments, and the opening of the Trump Taj Mahal Resort.

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