



The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy

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The **Handbook of Applied Hospitality Strategy** is a comprehensive resource for advanced students and serious practitioners focused on hospitality strategic management. The **Handbook** includes original thought on key topics, critical articles from the pages of the Cornell Hospitality Quarterly, and integrative commentary. Particular emphasis is placed on the strategies and decisions that determine the long-run performance of a corporation within a competitive hospitality industry context.

Throughout the chapters, the authors have offered new ideas, models and frameworks, managerial implications of research findings, and suggestions for future practice. The emphasis is on strategy formulation, implementation, and evaluation. Key issues such as pricing, service delivery, experiential branding, franchising, acquisitions and mergers, human resource management, change management, and culture creation are featured.

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