



Publishing Europe: June 2008
 Publishing US: July 2008
 Hardback
 c.496pp
 Illustrated
 ISBN: 978-0-7506-8464-4
PRICE: £34.99
€50.95/ US\$61.95

Understanding the Global Spa Industry

Spa Management

Edited by
Marc Cohen & Gerard Bodeker

*Original and groundbreaking text
 investigating the practise of managing spas
 - the fastest growing area of the hospitality
 and leisure industry*

- Examines its beginnings through to the business, social and ethical issues of contemporary management
- Written by a team of 30 internationally renowned business leaders, practitioners and academics from 10 countries, and packed with international case studies, examples and advice
- The first book to investigate the trends and practices of the industry from economic, social and business perspectives

Understanding the Global Spa Industry is the first book of its kind to methodically look at the whole industry and offers a groundbreaking and comprehensive approach to global spa management, covering everything from the beginnings of the industry through to the size of the market today, typologies, marketing, branding and business models to contemporary management practices and social and ethical issues.

Understanding the Global Spa Industry brings an analytic lens to the spa movement, examining past, current and future trends and the potential for shaping wellness and health services in the 21st century.

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