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Innovation and Entrepreneurship

By Werner Bernet

Erich Verlag Schmidt Mrz 2010, 2010. Taschenbuch. Book Condition: Neu. 23.5x15.8x cm. Neuware - Innovation - The story behind success in Tourism Tourism demand is becoming very volatile. To survive entrepreneurs have to continuously adapt to changes, improve services, create new products and break into new markets. In short: They have to be innovative. This volume provides you a unique inside view of innovative entrepreneurs in tourism who had the foresight to transform their practices in the tourism industry in an almost revolutionary fashion, e. g.: G.A.P. Adventures, Canada; Touring Cars Finland LTD, Finland; Joska Kristall, Germany; the Sextantio Albergo Diffuso, Italy and the Spas of Salt Mine Bochnia, Poland. These stories of innovation and entrepreneurship in tourism from 13 countries exemplify the key factors for introducing new tourism products and processes successfully. 195 pp. Englisch.



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