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MARKETING YOUR EVENT PLANNING BUSINESS: A CREATIVE APPROACH TO GAINING THE COMPETITIVE EDGE



John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge, Judy Allen, Practical, prescriptive advice on successfully marketing your event planning business Recent years have been tough on the event planning industry. The terrorist attacks of September 11, 2001, economic downturns, wars, and SARS have all negatively impacted the business. There are fewer corporate dollars dedicated to travel budgets and special events, creating even more pressure...

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