



Contemporary Club Management with Answer Sheet (AHLEI) (2nd Edition)

Joe Perdue, American Hotel & Lodging Association

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The certification program of the Club Managers Association of America guided the content development of this textbook, which introduces students to the complex world of private club management. Chapter contributors are hospitality educators with expertise in the area of club management. The second edition of this book includes new chapters on membership marketing, training and development, and club entertainment, as well as expanded treatment of club recreation, including a new chapter on golf course maintenance.

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