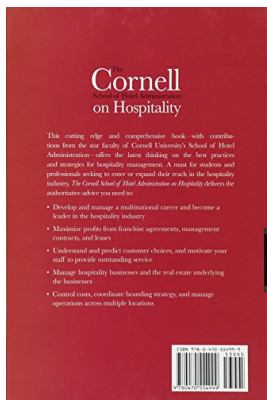


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This cutting edge and comprehensive book—with contributions from the star faculty of Cornell University's School of Hotel Administration—offers the latest thinking on the best practices and

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  - Maximize profits from franchise agreements, management contracts, and leases
  - Understand and predict customer choices, and motivate your staff to provide outstanding service
  - Manage hospitality businesses and the real estate underlying the businesses
  - Control costs, coordinate branding strategy, and manage operations across multiple locations
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