



Wedding Planning and Management: Consultancy for Diverse Clients

Maggie Daniels, Carrie Loveless

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Wedding Planning and Management: Consultancy for Diverse Clients, 2nd Edition provides students, consultants, vendors, scholars and engaged couples with a comprehensive introduction to the business of weddings. Looking through an event management lens, this is the only book to thoroughly explore the fundamentals of weddings, including historical and cultural foundations, practice, and the business of wedding planning in one volume. An emphasis on diversity, traditions from cultures around the globe are integrated throughout with over 80 international case studies that inspire and set standards for best practice.

Since the first edition, there have been many changes in the business of weddings and this second edition has been updated in the following ways:

- Updated content to reflect recent issues and trends in areas such as family dynamics, media influences, impacts of technology, legislation and the global economy.
- Every chapter is updated with the most recent research, statistics, vendor information and consultant guidelines.
- New international case studies explore current research, cultural traditions, vendor relations and consulting best practice.
- New companion website for instructors that includes PowerPoint slides, case study solutions, additional discussion ideas and assignments.

The book is illustrated in full color and contains over 150 images by top wedding photojournalist Rodney Bailey end-of-chapter checklists, practical scenarios and review questions to test readers' knowledge as they progress. Maggie Daniels and Carrie Loveless bring a combination of over 40 years of industry practice and teaching experience, and have written a book that is the ideal guide to successful wedding planning and management.

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Walter Jones:

Exactly why? Because this Wedding Planning and Management: Consultancy for Diverse Clients is an unordinary book that the inside of the publication waiting for you to snap this but latter it will distress you with the secret this inside. Reading this book next to it was fantastic author who all write the book in such remarkable way makes the content inside of easier to understand, entertaining approach but still convey the meaning fully. So , it is good for you for not hesitating having this any longer or you going to regret it. This book will give you a lot of rewards than the other book possess such as help improving your talent and your critical thinking method. So , still want to hold up having that book? If I were you I will go to the e-book store hurriedly.

Thomas Obrien:

Your reading 6th sense will not betray you actually, why because this Wedding Planning and Management: Consultancy for Diverse Clients guide written by well-known writer who really knows well how to make book that can be understand by anyone who read the book. Written with good manner for you, dripping every ideas and creating skill only for eliminate your hunger then you still doubt Wedding Planning and Management: Consultancy for Diverse Clients as good book not just by the cover but also by content. This is one e-book that can break don't judge book by its include, so do you still needing one more sixth sense to pick this kind of!? Oh come on your reading through sixth sense already alerted you so why you have to listening to an additional sixth sense.

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