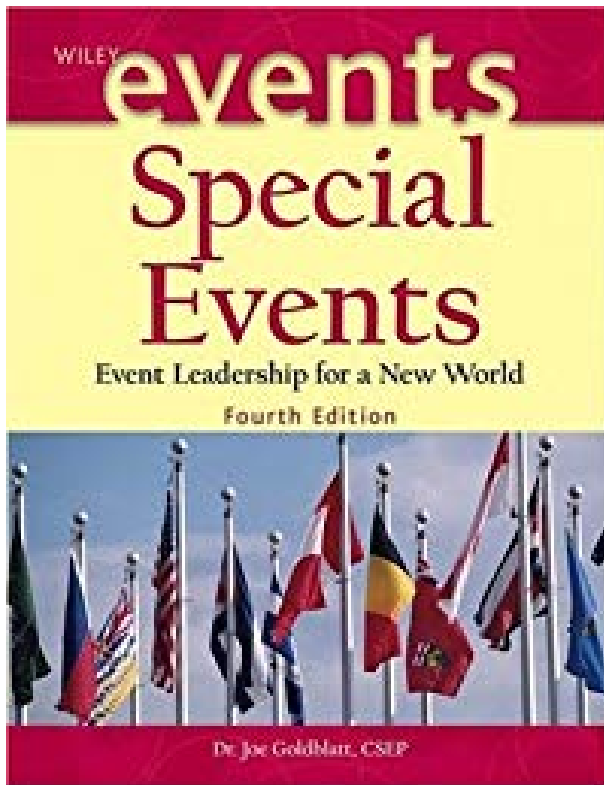


# Special Events: Event Leadership for a New World



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More and more, special events courses are being taught in hospitality and events management courses. Written by the foremost authority on event management, and with expanded coverage of leadership and its role in successful planning, this book provides a handy reference for events professionals and the tools necessary for beginners to pursue a career in special events management.