



Event Studies: Theory, research and policy for planned events (Events Management)

By Donald Getz, Stephen J. Page

Download now

Read Online 

Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page

Event Studies is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them.

This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture.

New to this edition:

- New sections on social and intangible influences, consumer psychology and legal environment, planning and policy framework to reflect recent developments in the field
- Extended coverage of philosophy and research methods and how they can best be used in event studies; social media as a marketing tool; and the class and cultural influences of events
- New and additional case studies throughout the book from a wide range of international events
- Companion website to include PowerPoint slides and updated Instructor's Manual including suggested lecture outlines and sequence, quizzes per chapter and essay questions.

 [Download Event Studies: Theory, research and policy for pla ...pdf](#)

 [Read Online Event Studies: Theory, research and policy for p ...pdf](#)

Event Studies: Theory, research and policy for planned events (Events Management)

By Donald Getz, Stephen J. Page

Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page

Event Studies is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them.

This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture.

New to this edition:

- New sections on social and intangible influences, consumer psychology and legal environment, planning and policy framework to reflect recent developments in the field
- Extended coverage of philosophy and research methods and how they can best be used in event studies; social media as a marketing tool; and the class and cultural influences of events
- New and additional case studies throughout the book from a wide range of international events
- Companion website to include PowerPoint slides and updated Instructor's Manual including suggested lecture outlines and sequence, quizzes per chapter and essay questions.

Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page **Bibliography**

- Rank: #2561564 in Books
- Brand: imusti
- Published on: 2016-02-25
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x 7.25" w x 1.00" l, .0 pounds
- Binding: Paperback
- 534 pages

 [Download Event Studies: Theory, research and policy for pla ...pdf](#)

 [Read Online Event Studies: Theory, research and policy for p ...pdf](#)

Download and Read Free Online Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page

Editorial Review

About the Author

Donald Getz is Professor Emeritus, the University of Calgary. He works as a management consultant and also holds guest positions at several universities. In addition to event studies, areas of expertise include wine and food tourism, evaluation and impact assessment, consumer research and special-interest travel. Professor Getz co-founded, and was Editor-in-Chief of *Event Management an International Journal*.

Stephen J. Page is Associate Dean (Research) Hertfordshire Business School and Professor of Business and Management, University of Hertfordshire; author and editor of 41 books on tourism, leisure and events; and Editor of the journal *Tourism Management*.

Users Review

From reader reviews:

Jeffrey Spencer:

The book with title Event Studies: Theory, research and policy for planned events (Events Management) includes a lot of information that you can study it. You can get a lot of profit after read this book. This specific book exist new know-how the information that exist in this publication represented the condition of the world today. That is important to yo7u to be aware of how the improvement of the world. This specific book will bring you throughout new era of the globalization. You can read the e-book on the smart phone, so you can read the item anywhere you want.

Jason Savage:

Reading a book for being new life style in this yr; every people loves to study a book. When you learn a book you can get a lot of benefit. When you read guides, you can improve your knowledge, because book has a lot of information on it. The information that you will get depend on what sorts of book that you have read. If you would like get information about your review, you can read education books, but if you want to entertain yourself look for a fiction books, this kind of us novel, comics, and also soon. The Event Studies: Theory, research and policy for planned events (Events Management) will give you new experience in examining a book.

Susan Peterson:

You are able to spend your free time to study this book this publication. This Event Studies: Theory, research and policy for planned events (Events Management) is simple bringing you can read it in the area, in the beach, train along with soon. If you did not have much space to bring the particular printed book, you can buy the actual e-book. It is make you much easier to read it. You can save the particular book in your smart

phone. Therefore there are a lot of benefits that you will get when one buys this book.

Richard Mason:

Don't be worry when you are afraid that this book will filled the space in your house, you might have it in e-book technique, more simple and reachable. This kind of Event Studies: Theory, research and policy for planned events (Events Management) can give you a lot of buddies because by you considering this one book you have point that they don't and make you actually more like an interesting person. This kind of book can be one of one step for you to get success. This book offer you information that maybe your friend doesn't realize, by knowing more than some other make you to be great men and women. So , why hesitate? We need to have Event Studies: Theory, research and policy for planned events (Events Management).

Download and Read Online Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page #LJBQNK9WITY

Read Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page for online ebook

Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page books to read online.

Online Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page ebook PDF download

Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page Doc

Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page Mobipocket

Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page EPub

LJBQNK9WITY: Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page