

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

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

*Donald Getz, Stephen J. Page*  
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#1518199 in eBooks 2016-02-22 2016-02-22 File Name: B01BYMGTD0 | File size: 60.Mb

**Donald Getz, Stephen J. Page : Event Studies: Theory, research and policy for planned events (Events Management)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Event Studies: Theory, research and policy for planned events (Events Management):

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.

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*.