

INVESTIGATING INTERNET MARKETING IN THE HOSPITALITY INDUSTRY IN GHANA



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LAP Lambert Academic Publishing Jun 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Technological advancement and competition among companies or countries keeps on growing at an exclusive faster rate. Now, the key to going from invisible in an overcrowded market space to being visible and irresistible, is by the adoption of internet marketing. Internet marketing as a process of building and maintaining customer relationship through online activities to facilitate the exchange of ideas, product and services that satisfy goals of both buyers and sellers is quiet important. This book provides answers to why hotels in Ghana adopt internet marketing. Challenges faced by hotels that adopt internet marketing and how they are meeting such challenges are well dealt with. Most importantly, this book addresses the impact of internet marketing on the profitability of hotels. More so, the book brings to bear, the attitudes of customers towards the adoption of internet marketing among hotels in Ghana. This research is a high quality research work with very reliable research outcomes. 108 pp. Englisch.



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