



Key Concepts in Event Management (SAGE Key Concepts series)

Bernadette Quinn

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"I found this text to be exactly what we were looking for to give our students a good understanding of the contemporary issues that affect the Events industry. I have recommended this as essential reading. It is well written and the format makes it an easy read raising key issues and challenging theory."

- Tanya Bellingham, School of Tourism & Hospitality, University of Plymouth

"An essential events management reference handbook which addresses a number of key issues within the industry. A very interesting read!"

- Thomas Fletcher, Liverpool John Moores University

In recent years we have seen an enormous growth of festivals and event activity and the literature within the field is consequently huge. In order to make sense of this rapid and dynamic development, students are dependent on a book that can lead them through the myriad of theoretical frameworks offered.

This book naturally situates itself in the middle of this need, offering a comprehensive and illuminating account of the festival and event field. Written with academic rigour yet accessible at the same time, Quinn proves herself to be an outstanding communicator and stimulator of knowledge.

International in content and timely in its up to date coverage of key topics, this will be an invaluable reference source for students from of Event Management, Hospitality Management, Tourism Management, and Sport and Leisure Management.

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