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Wedding Planning and Management: Consultancy for Diverse Clients

Maggie Daniels, Carrie Loveless
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Maggie Daniels, Carrie Loveless : Wedding Planning and Management: Consultancy for Diverse Clients before purchasing it in order to gage whether or not it would be worth my time, and all praised Wedding Planning and Management: Consultancy for Diverse Clients:

6 of 6 people found the following review helpful. Informative but Down to EarthBy MrsBouchI'm still working my way through this book, but I have to say that I'm glad that I found it.I've been searching high and low for a textbook type book that would help me grow and better understand my own wedding planning business. After several months, I finally found this one and snagged it for under $70. The text is interesting and well worded. You don't feel overwhelmed by anything and it's all simplified as best they could.There are also scenario situations put into the book

like, "If Lucy did this, and this was going on, then this happened, what would you do?" and it actually applies to real situations I've run into so it was helpful to really think about it and prep myself for something like that.I'm about 2/3 of the way into the book and I'm really impressed. If you're starting up your own company - I'd start here. This might just be the bible you're looking for to get your company off the ground and running or at least let you know what you're signing up for.0 of 0 people found the following review helpful. Good book for wanna-be bride. Bad book for classes.By sandyBook was required purchase for a REQUIRED wedding planning class. VERY POOR CHOICE.This book is geared for the wanna-be bride so that she can be educated and ready to plan her big day. It is NOT effective as a teaching tool. Especially for a male who is REQUIRED to take this class and really can't answer questions like "what is your favourite wedding movie" (uhhh...mom, does The Hangover count?).....or "which trends are overdone?"...(like, do I care? I'm a dude. It"s HER day)0 of 0 people found the following review helpful. Five StarsBy Cooper CrewsVery informative

Wedding Planning and Management: Consultancy for Diverse Clients, 2nd Edition provides students, consultants, vendors, scholars and engaged couples with a comprehensive introduction to the business of weddings. Looking through an event management lens, this is the only book to thoroughly explore the fundamentals of weddings, including historical and cultural foundations, practice, and the business of wedding planning in one volume. An emphasis on diversity, traditions from cultures around the globe are integrated throughout with over 80 international case studies that inspire and set standards for best practice.Since the first edition, there have been many changes in the business of weddings and this second edition has been updated in the following ways:Updated content to reflect recent issues and trends in areas such as family dynamics, media influences, impacts of technology, legislation and the global economy.Every chapter is updated with the most recent research, statistics, vendor information and consultant guidelines.New international case studies explore current research, cultural traditions, vendor relations and consulting best practice.nbsp;New companion website for instructors that includes PowerPoint slides, case study solutions, additional discussion ideas and assignments.The book is illustrated in full color and contains over 150 images by top wedding photojournalist Rodney Bailey end-of-chapter checklists, practical scenarios and review questions to test readers' knowledge as they progress. Maggie Daniels and Carrie Loveless bring a combination of over 40 years of industry practice and teaching experience, and have written a book that is the ideal guide to successful wedding planning and management.

"This is one of the best and most complete event management textbooks printed today. This text is the definitive resource for wedding planning education and contains many elements thatnbsp; are excellent resources for event management in general. The authors have done an admirable job in revising this text in addition to updated statistics and research materials, technology impacts and social mediarsquo;s influence on events, legislation issues, and the global economy have been added. Overall, I believe this to be a book that all academics studying events, students interested in a career in the event industry and professionals working the industry should have as a resource." - Professor, Kenneth F. Backman, Ph.D, Editor-in Chief, Event Management: An International Journal, Department of Parks, Recreation and Tourism Management, Clemson UniversityAbout the AuthorDr. Maggie Daniels (MaggieDaniels.com) is an Associate Professor and the Academic Program Coordinator for the Tourism and Events Management program at George Mason University (GMU). She has taught a wide variety of undergraduate courses over the past 20 years, including wedding planning as well as areas such as finance, events management, tourism planning, statistics, communication and research methods. In 2008, Maggie was named one of Modern Bridersquo;s 25 Trendsetters along with icons such as Oscar de la Renta and Tiffany Co. A recipient of the 2012 GMU Teaching Excellence Award, Maggie is a believer in experiential learning. She received her BA from Miami University of Ohio, her MA from the University of Georgia and her PhD from Clemson University. Maggie has conducted extensive fieldwork-based research and has a combination of over 100 published papers, book chapters, professional presentations and technical reports to her credit. She partners with agencies in the Washington DC metropolitan area to assist them with event and tourism implementation and evaluation. Just a few of the media outlets that have featured her wedding and tourism expertise include ABC Nightline News, MSNBC, NPR, United Press International, Fox 45 News, the Washington Post, the DC Examiner, Washingtonian.com, the WallStreetJournal.com and SmartMoney.com. Maggie enjoys running, swimming, reading and travelling with her husband, Matt, and their son, Josh. Carrie Loveless is the owner of Carried Away Events (CarriedAwayEvents.com), a wedding planning and event management company. She has more than 20 yearsrsquo; experience managing corporate and social events ranging from large trade shows to intimate weddings. She has been a guest lecturer at the Rhode Island School of Design and adjunct professor at George Mason University teaching Wedding Planning and Management. Ms. Loveless received a BA in English Literature from Chestnut Hill College and an MBA in Marketing from George Mason University. She studied interior decorating and design at the Corcoran School of Art in Washington, DC and the Rhode Island School of Design in Providence, and floral arranging at the Judith Blacklock Flower School in London and U. Goto Florist in Tokyo. Ms. Loveless is a national spokesperson and Chairman of the Board of Directors for WomenHeart, the national coalition

for women with heart disease. A heart attack survivor herself, Ms. Loveless received her spokesperson training at the WomenHeart Science and Leadership Symposium at the Mayo Clinic in the fall of 2008. When she is not planning events and reminding women that heart disease is their number one health risk, she enjoys travelling and living around the world with her husband Bruce, an Admiral in the U.S. Navy, and their Wheaten Terrier, Dunkin.