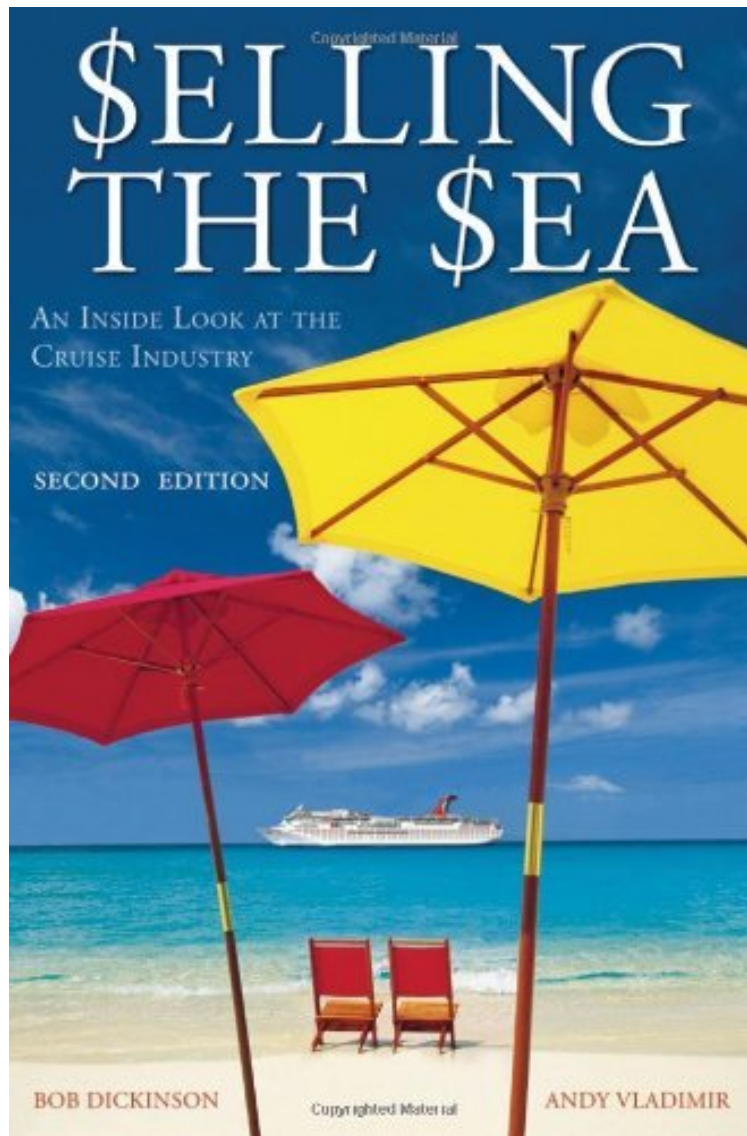


(Mobile ebook) Selling the Sea: An Inside Look at the Cruise Industry

## Selling the Sea: An Inside Look at the Cruise Industry

*Bob Dickinson, Andy Vladimир*  
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**Bob Dickinson, Andy Vladimир : Selling the Sea: An Inside Look at the Cruise Industry** before purchasing it in order to gage whether or not it would be worth my time, and all praised Selling the Sea: An Inside Look at the Cruise Industry:

0 of 0 people found the following review helpful. Journey without a DestinationBy Milton M.The book was a circular journey, not to be considered even a round trip. If we neared a port in this sailing of the sea as described in "Selling the Sea," there was no dock and tenders could not be launched. Having done that comparison, to be more specific than illustrative, the story was a tale not well told. The reader learned a bit about the increase in demand for ship-based vacations, the various owners, the development of sales strategies, and the logistics of ensuring passengers had a bed

and were fed with an abundance of food that would not have been prepared at home.3 of 3 people found the following review helpful. Behind the cruise sceneBy Michel LouagieA must read for anybody involved with cruises (travel agents, cruise writers, and even passengers who cruise frequently). Lots of info but never boring.A liittle outdated now. A new edition should be welcome.0 of 0 people found the following review helpful. Good information about the cruise business.By Doug BuhlerI'd hoped for more technical information and description of the ships themselves. I read about 2/3 of it and skimmed the rest.

An insider's view of how the cruising business operates Selling the Sea offers a complete picture of the cruise line industry along with step-by-step coverage of how to effectively market the cruising experience. This updated Second Edition features new coverage of how technology has impacted the industry, new niche markets in cruising, and expanded material on shipbuilding and design. It also includes insightful interviews with today's captains, social directors, food and beverage managers, and cruise line executives who have hands-on experience at the day-to-day workings of a cruise ship.