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KEY TOPICS: Brings the casino industry into the business paradigm and offers a more strategic look at the casino segment of the hospitality industry. Offers sound coverage of strategic market planning and fundamental business theory. Examines the external and internal factors impacting casino management and the casino industry.

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Casino Management A Strategic Approach

It emphasizes both external environmental influences and internal points of control, leaving readers with a more strategic look at how casinos operate and factors that influence their success. The book starts with a discussion of the microenvironment of casinos and ends with marketing topics such as product, price, place and promotions. Unlike other casino books, this book examines the casino industry using a business paradigm.

Casino Management: A Strategic Approach by Kathryn Hashimoto

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For courses in Casino Management, Casino Marketing, or Intro to Gaming. Unlike other casino books, this textbook examines the casino industry using a business paradigm. It emphasizes both external environmental influences and internal points of control, leaving readers with a more strategic look at how casinos operate and factors that influence their success.

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