



The Entertainment Industry: an Introduction (CABI Tourism Texts)

Stuart Moss

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Entertainment studies are an important emerging subject in tourism, and this introductory textbook provides a detailed overview of the entertainment industry discipline in order to prepare students for roles such as promoters, festival managers and technical support workers. Covering key aspects of entertainment by profiling individual sectors, each chapter is written by an expert working in the field and covers the history and background, products and segmentation, contemporary issues, micro and macro business, environmental influences, detailed case studies and future directions of that sector. It will be an essential text for undergraduate students in entertainment management, events management and related tourism subjects.

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