



# Event Studies: Theory, research and policy for planned events (Events Management)

By Donald Getz, Stephen J. Page



**Event Studies: Theory, research and policy for planned events (Events Management)** By Donald Getz, Stephen J. Page

*Event Studies* is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them.

This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture.

New to this edition:

- New sections on social and intangible influences, consumer psychology and legal environment, planning and policy framework to reflect recent developments in the field
- Extended coverage of philosophy and research methods and how they can best be used in event studies; social media as a marketing tool; and the class and cultural influences of events
- New and additional case studies throughout the book from a wide range of international events
- Companion website to include PowerPoint slides and updated Instructor's Manual including suggested lecture outlines and sequence, quizzes per chapter and essay questions.

 [Download Event Studies: Theory, research and policy for pla ...pdf](#)

 [Read Online Event Studies: Theory, research and policy for p ...pdf](#)



# **Event Studies: Theory, research and policy for planned events (Events Management)**

*By Donald Getz, Stephen J. Page*

**Event Studies: Theory, research and policy for planned events (Events Management)** By Donald Getz, Stephen J. Page

*Event Studies* is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them.

This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture.

New to this edition:

- New sections on social and intangible influences, consumer psychology and legal environment, planning and policy framework to reflect recent developments in the field
- Extended coverage of philosophy and research methods and how they can best be used in event studies; social media as a marketing tool; and the class and cultural influences of events
- New and additional case studies throughout the book from a wide range of international events
- Companion website to include PowerPoint slides and updated Instructor's Manual including suggested lecture outlines and sequence, quizzes per chapter and essay questions.

**Event Studies: Theory, research and policy for planned events (Events Management)** By Donald Getz, Stephen J. Page **Bibliography**

- Rank: #2561564 in Books
- Brand: imusti
- Published on: 2016-02-25
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x 7.25" w x 1.00" l, .0 pounds
- Binding: Paperback
- 534 pages

 [Download Event Studies: Theory, research and policy for pla ...pdf](#)

 [Read Online Event Studies: Theory, research and policy for p ...pdf](#)



## **Download and Read Free Online Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page**

---

### **Editorial Review**

#### **About the Author**

Donald Getz is Professor Emeritus, the University of Calgary. He works as a management consultant and also holds guest positions at several universities. In addition to event studies, areas of expertise include wine and food tourism, evaluation and impact assessment, consumer research and special-interest travel. Professor Getz co-founded, and was Editor-in-Chief of *Event Management an International Journal*.

**Stephen J. Page** is Associate Dean (Research) Hertfordshire Business School and Professor of Business and Management, University of Hertfordshire; author and editor of 41 books on tourism, leisure and events; and Editor of the journal *Tourism Management*.

### **Users Review**

#### **From reader reviews:**

##### **Joshua West:**

Do you have favorite book? For those who have, what is your favorite's book? Publication is very important thing for us to understand everything in the world. Each guide has different aim or perhaps goal; it means that publication has different type. Some people experience enjoy to spend their time to read a book. They are reading whatever they get because their hobby is reading a book. Consider the person who don't like studying a book? Sometime, man or woman feel need book if they found difficult problem or perhaps exercise. Well, probably you will require this Event Studies: Theory, research and policy for planned events (Events Management).

##### **Barbie Brookins:**

The actual book Event Studies: Theory, research and policy for planned events (Events Management) will bring that you the new experience of reading a new book. The author style to explain the idea is very unique. When you try to find new book to learn, this book very appropriate to you. The book Event Studies: Theory, research and policy for planned events (Events Management) is much recommended to you to learn. You can also get the e-book from your official web site, so you can more readily to read the book.

##### **Robert Berman:**

Reading a publication tends to be new life style within this era globalization. With studying you can get a lot of information which will give you benefit in your life. Having book everyone in this world can certainly share their idea. Publications can also inspire a lot of people. Many author can inspire all their reader with their story or even their experience. Not only situation that share in the textbooks. But also they write about the information about something that you need example. How to get the good score toefl, or how to teach

your children, there are many kinds of book that exist now. The authors on this planet always try to improve their ability in writing, they also doing some research before they write to the book. One of them is this Event Studies: Theory, research and policy for planned events (Events Management).

**Jennifer Fountain:**

This Event Studies: Theory, research and policy for planned events (Events Management) is great publication for you because the content and that is full of information for you who else always deal with world and possess to make decision every minute. This particular book reveal it data accurately using great plan word or we can point out no rambling sentences in it. So if you are read the item hurriedly you can have whole details in it. Doesn't mean it only will give you straight forward sentences but tricky core information with splendid delivering sentences. Having Event Studies: Theory, research and policy for planned events (Events Management) in your hand like keeping the world in your arm, data in it is not ridiculous one particular. We can say that no reserve that offer you world within ten or fifteen second right but this publication already do that. So , this is certainly good reading book. Heya Mr. and Mrs. busy do you still doubt this?

**Download and Read Online Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page #XOEJ14LZ53V**

# **Read Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page for online ebook**

Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page books to read online.

## **Online Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page ebook PDF download**

**Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page Doc**

**Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page MobiPocket**

**Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page EPub**

**XOEJ14LZ53V: Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page**