



Cruises: Selecting, Selling And Booking (2nd Edition)

Juls Zvoncheck

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This is a comprehensive reference for individuals who will be selling cruises as part of their travel agency/travel sales job. It presents a complete overview of the cruise industry from development through administration and marketing and sales. There is also extensive detail on the cruise product: the ship, living quarters, public rooms, dining, entertainment, and shipboard activities.

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