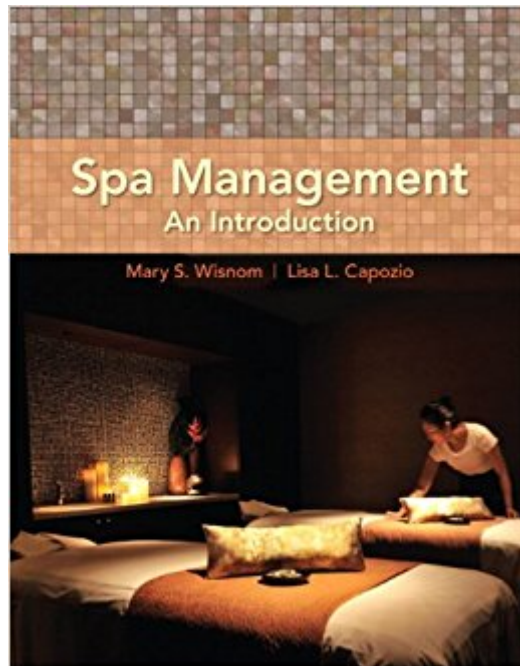




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Spa Management: An Introduction



Synopsis

SPA MANAGEMENT: AN INTRODUCTION provides a contemporary look at the spa industry, and the unique aspects of spa operations, and management. Complete with photos, tables and figures, it addresses spa industry basics, how to establish a spa business, operations and management, business skills and knowledge, and future trends in the industry. Each chapter includes a realistic view of operations and is accompanied by creative exercises and assignments. An appendix of industry resources and robust online resources help readers understand what it takes to manage a spa and succeed in this evolving industry.

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