



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

By Donald Getz, Stephen J. Page

Download now

Read Online 


## 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:**

#### **Lavelle Hildreth:**

This book untitled Event Studies: Theory, research and policy for planned events (Events Management) to be one of several books that best seller in this year, that's because when you read this publication you can get a lot of benefit in it. You will easily to buy this specific book in the book retail outlet or you can order it by using online. The publisher with this book sells the e-book too. It makes you quickly to read this book, since you can read this book in your Mobile phone. So there is no reason for you to past this reserve from your list.

#### **Janet Smith:**

The e-book untitled Event Studies: Theory, research and policy for planned events (Events Management) is the book that recommended to you to see. You can see the quality of the guide content that will be shown to you actually. The language that publisher use to explained their way of doing something is easily to understand. The article author was did a lot of exploration when write the book, hence the information that they share to your account is absolutely accurate. You also might get the e-book of Event Studies: Theory, research and policy for planned events (Events Management) from the publisher to make you a lot more enjoy free time.

#### **Alice Scales:**

Event Studies: Theory, research and policy for planned events (Events Management) can be one of your beginning books that are good idea. We recommend that straight away because this book has good vocabulary that could increase your knowledge in vocab, easy to understand, bit entertaining but delivering the information. The author giving his/her effort to set every word into satisfaction arrangement in writing Event Studies: Theory, research and policy for planned events (Events Management) although doesn't forget

the main stage, giving the reader the hottest in addition to based confirm resource info that maybe you can be one among it. This great information can easily drawn you into new stage of crucial pondering.

**Ellen Scherer:**

Your reading sixth sense will not betray anyone, why because this Event Studies: Theory, research and policy for planned events (Events Management) guide written by well-known writer we are excited for well how to make book which can be understand by anyone who also read the book. Written with good manner for you, dripping every ideas and writing skill only for eliminate your current hunger then you still skepticism Event Studies: Theory, research and policy for planned events (Events Management) as good book not simply by the cover but also by the content. This is one book that can break don't evaluate book by its deal with, so do you still needing a different sixth sense to pick this kind of!? Oh come on your looking at sixth sense already alerted you so why you have to listening to an additional sixth sense.

**Download and Read Online Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page #IP3ESRF4TW8**

## **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

IP3ESRF4TW8: Event Studies: Theory, research and policy for planned events (Events Management) By Donald Getz, Stephen J. Page