



Wedding Planning and Management: Consultancy for Diverse Clients

Maggie Daniels, Carrie Loveless

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Wedding Planning and Management: Consultancy for Diverse Clients, 2nd Edition provides students, consultants, vendors, scholars and engaged couples with a comprehensive introduction to the business of weddings. Looking through an event management lens, this is the only book to thoroughly explore the fundamentals of weddings, including historical and cultural foundations, practice, and the business of wedding planning in one volume. An emphasis on diversity, traditions from cultures around the globe are integrated throughout with over 80 international case studies that inspire and set standards for best practice.

Since the first edition, there have been many changes in the business of weddings and this second edition has been updated in the following ways:

- Updated content to reflect recent issues and trends in areas such as family dynamics, media influences, impacts of technology, legislation and the global economy.
- Every chapter is updated with the most recent research, statistics, vendor information and consultant guidelines.
- New international case studies explore current research, cultural traditions, vendor relations and consulting best practice.
- New companion website for instructors that includes PowerPoint slides, case study solutions, additional discussion ideas and assignments.

The book is illustrated in full color and contains over 150 images by top wedding photojournalist Rodney Bailey end-of-chapter checklists, practical scenarios and review questions to test readers' knowledge as they progress. Maggie Daniels and Carrie Loveless bring a combination of over 40 years of industry practice and teaching experience, and have written a book that is the ideal guide to successful wedding planning and management.



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