

# Casino Management A Strategic Approach

**Casino Management A Strategic Approach** - Casino Management: A Strategic Approach [Kathryn Hashimoto Ph.D.] on Amazon.com. \*FREE\* shipping on qualifying offers. Unlike other casino books, this book examines the casino industry using a business paradigm. It emphasizes both external environmental influences and internal points of control. For courses in Casino Management, Casino Marketing, or Intro to Gaming. It emphasizes both external environmental influences and internal points of control, leaving readers with a more strategic look at how casinos operate and factors that influence their success. The text starts with a discussion of the microenvironment... Casino Management: A Strategic Approach. It emphasizes both external environmental influences and internal points of control, leaving readers with a more strategic look at how casinos operate and factors that influence their success. The book starts with a discussion of the microenvironment of casinos and ends with market. **KEY TOPICS:** Brings the casino industry into the business paradigm and offers a more strategic look at the casino segment of the hospitality industry. Offers sound coverage of strategic market planning and fundamental business theory. Examines the external and internal factors impacting casino management and the casino industry.