

"There has to be balance between the scope, time and cost of a project." GERRY CHASE, NEW CASTLE HOTELS AND RESORTS

AUGUST 2010



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■ Guest service entails marketing, too

Although excellent guest service always has been important for future word-of-mouth advertising, the numbers today are exponentially that much greater.

BY DOUG KENNEDY | PRESIDENT, KENNEDY TRAINING NETWORK  
[www.HotelWorldNetwork.com/kennedy](http://www.HotelWorldNetwork.com/kennedy)



■ How social are you?

What do Doof, Habbo, Gik and Issuu have in common? They're all social-media sites and we need to know how, when and why to use them.

BY JOHN ELY | SVP, MARKETING, SIGNATURE WORLDWIDE  
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