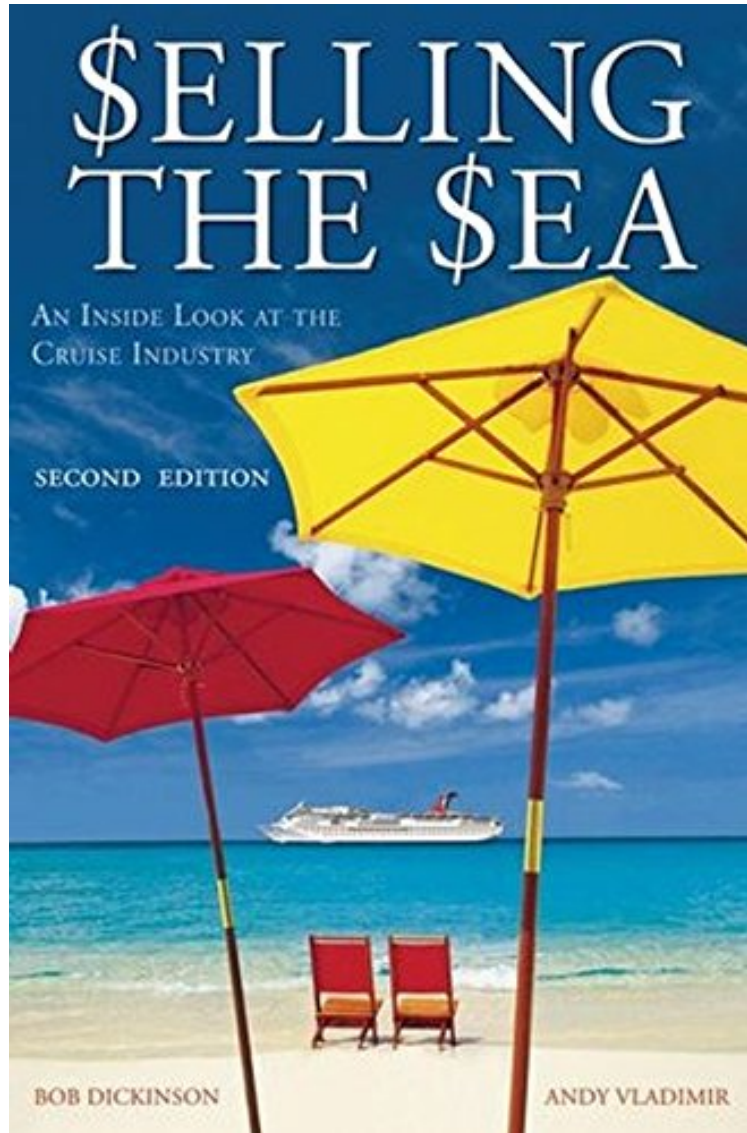


(Mobile pdf) Selling the Sea: An Inside Look at the Cruise Industry

Selling the Sea: An Inside Look at the Cruise Industry

Bob Dickinson, Andy Vladimир

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#1162571 in Books Bob Dickinson 2007-04-27 Original language: English PDF # 1 8.90 x .90 x 5.70l, 1.12
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Bob Dickinson, Andy Vladimир : Selling the Sea: An Inside Look at the Cruise Industry before purchasing it in order to gage whether or not it would be worth my time, and all praised Selling the Sea: An Inside Look at the Cruise Industry:

0 of 0 people found the following review helpful. Journey without a Destination By Milton M. The book was a circular journey, not to be considered even a round trip. If we neared a port in this sailing of the sea as described in "Selling the Sea," there was no dock and tenders could not be launched. Having done that comparison, to be more specific than illustrative, the story was a tale not well told. The reader learned a bit about the increase in demand for ship-based

vacations, the various owners, the development of sales strategies, and the logistics of ensuring passengers had a bed and were fed with an abundance of food that would not have been prepared at home.³ of 3 people found the following review helpful. Behind the cruise scene By Michel Louagie A must read for anybody involved with cruises (travel agents, cruise writers, and even passengers who cruise frequently). Lots of info but never boring. A little outdated now. A new edition should be welcome.⁰ of 0 people found the following review helpful. Good information about the cruise business. By Doug Buhler I'd hoped for more technical information and description of the ships themselves. I read about 2/3 of it and skimmed the rest.

An insider's view of how the cruising business operates *Selling the Sea* offers a complete picture of the cruise line industry along with step-by-step coverage of how to effectively market the cruising experience. This updated Second Edition features new coverage of how technology has impacted the industry, new niche markets in cruising, and expanded material on shipbuilding and design. It also includes insightful interviews with today's captains, social directors, food and beverage managers, and cruise line executives who have hands-on experience at the day-to-day workings of a cruise ship.

From Library Journal While not as impressive as transatlantic crossings on the great black-hulled ocean liners must have been, the smaller, slower cruise ships now provide the closest thing to seafaring adventure for the middle class. In this authoritative work, Dickinson, the president of Carnival Cruise Lines, and travel industry expert Vladimir (The Complete Travel Marketing Handbook, NTC Pub., 1992) offer an overview of the industry along with their business philosophy. They begin with an interesting history of oceangoing passenger vessels. Primordial cruises of the 19th century included passengers such as Mark Twain, who noted the mighty appeal of cruises to travelers between the ages of 40 and 70. The authors then turn to a thorough but numbing discussion of marketing strategies to ensure that no berth go unfilled. And yes, no book on cruising would be complete without mentioning the television show that benefited "every cruise ship afloat"? The Love Boat? as the authors bring on actor Gavin MacLeod (Captain Stubing) to say some nice things about the industry. Recommended for business collections. Ben O'Sickey, "Library Journal" Copyright 1996 Reed Business Information, Inc. From the Publisher Written by the man who helped make Carnival Cruise Lines the largest cruise line company in the world and a travel and tourism expert, this book is the guide to marketing in the cruise industry. It takes the reader through the basics of the cruise line industry, ship operations, and on-shore business operations--while continually sharing the business secrets of one of the leading figures in the travel industry. Includes insider information, anecdotes, background, and history. Explores all aspects of marketing a cruise line. From the Inside Flap *Selling the Sea* An Inside Look at the Cruise Industry The cruise industry is the fastest growing sector of the American leisure market. In the past five years alone, the number of first-time cruise ship passengers has increased by nearly 40%. And no one is predicting when this phenomenal growth will end. Who are the major industry players and what is the secret behind their success? How does the cruise industry operate, how is it financed, and what is the management philosophy that drives the most successful lines? What are the marketing and sales strategies that helped transform cruising from a luxury reserved for the social elite to one of America's most popular leisure activities? And most importantly, where are the best opportunities in the cruising industry today, and where will they be tomorrow? In *Selling the Sea*, Bob Dickinson the marketing genius most directly responsible for making the industry what it is today answers all of your questions about the modern cruise industry, where it started, how it got to where it is today, and where its headed. Dickinson and fellow industry insider Andy Vladimir take you behind the scenes at Carnival, Royal Caribbean, Princess, Holland America, and other major lines to provide a firsthand account of what makes a successful cruise line tick. They describe the revolutionary management, marketing, and sales techniques that have led to cruising's incredible growth over the past decade. And they offer valuable insights into what travel agencies can do to increase cruise sales and profits. In *Selling the Sea* you'll also meet many of the women and men who work in the cruise industry, from senior executives and hotel managers to cabin stewards and waiters. In their own words, these often colorful characters tell you their stories and share their valuable insights and observations on what consumers want and what it takes to succeed in the leisure travel industry. Everyone who loves cruising will savor this rare behind-the-scenes view of the business and wonder at the tremendous amount of thought, imagination, and hard work it takes to create a carefree vacation experience. *Selling the Sea* is also fascinating and instructive reading for anyone who hopes to succeed in the business as well as for travel agents, hoteliers, airlines, suppliers, provisioners, and others who service this exciting growth industry.