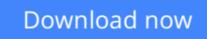


Understanding the Global Spa Industry



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The spa industry is currently the fastest growing segment of the hospitality and leisure industry with revenues exceeding those from amusement parks, box office receipts, vacation ownership gross sales and ski resort ticket sales.

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With contributions from internationally renowned business leaders, practitioners and academics, this unique book is packed with case studies, examples and advice for all those working in, and studying, the international spa industry.

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