

The first part of the book focuses upon the theoretical foundations of the design of DRS by providing comprehensive and excellent reviews of the literature related to the information search and decision-making behaviour of Internet users. However, these chapters' discussions regarding the literature implications on the design of DRS are generally too short and not sufficiently expanded into deeper concepts and issues, with the exception of chapter 5, an excellent paper that effectively consolidates the previous chapters into a holistic behavioural model for DRS and provides useful practical guidelines for future DRS design. The chapters that follow elaborate on this framework, providing research studies and discussions of methodologies and considerations for DRS and analyse the theoretical and practical implications of the incorporation of decision styles and travellers' personality, case-based, neural systems, narrative design, interface metaphors and playfulness in the design and on the effectiveness of DRS. Building on these notions, the book presents the development of four different DRS and discusses each system's capabilities and future trends in optimisation strategies and interface designs. Finally, the authors present an interesting example for arguing the expected evolution of DRS to normal everyday tools (e.g. traffic lights) enabling people to interpret and navigate their environment.

Overall, this is a well-written and easy-to-read book that provides multi-disciplinary context and DRS system specificity to a very topical subject. The book is a good starting point for researchers conducting research in the area of recommendation systems and to tourism practitioners involved with the design of DRS.

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Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events (5th edition)

Professional Convention Management Association

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This text is one of the most comprehensive meeting, convention and events planning resources ever assembled. The text was developed by the Professional Convention and Meeting Association (PMCA) and has been recommended reading for the Certified Meeting Planner (CMP) Exam beginning since January 2007. The book is based on the organizations' 'Principles of Performance' which encourages meeting planning professionals to continually grow their skill sets in six key areas:

- (1) Professionalism.
- (2) People.
- (3) Programming.
- (4) Procedures.

- (5) Production.
- (6) Planning.

The text is divided into 47 chapters written by authors such as Jeffery Cufaude (Chapter 1), MaryAnne P. Bobrow (Chapters 7 and 8) and Monica Myhill and Jack Philips (Chapters 45 and 46). With such a large number of authors contributing, the quality of the writing varies substantially. The book is written for those who are currently working in the industry and as a result the chapters are usually written in a manner, which conveys information in an easy to digest and concise style. That being said, the text is not designed in a typical fashion for academic use. Academics wishing to use this text would most likely be unable to cover all of the chapters within a single term.

The content of the text is comprehensive. The text attempts to cover every aspect of planning and executing an event from the initial planning to implementation to evaluation. What is pleasantly surprising given the number of authors involved is how little repetition there is overall. Each chapter has a specific objective and the authors did an excellent job overall sticking specifically to the intended message.

This book has a specific purpose, being a study resource for the CMP Exam, and it serves that purpose quite well. It can be used alone or as part of a study package offered by the PCMA which includes: this text; the Convention Industry Council Manual Seventh Edition and; the Convention Industry Convention International Manual. While the text is written specifically for practitioners', it should also be part of any instructor's library as it provides excellent examples and straightforward explanations of planning and executing meetings, conventions and events; as well as setting out the standards of which students entering the workforce in this area will be required to have an understanding.

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Marketing Leadership in Hospitality and Tourism: Strategies and Tactics for Competitive Advantage (4th edition)

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Pearson

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This book is the fourth edition of a well-regarded hospitality marketing text, but represents a very significant rewrite and will look very different from earlier editions to those who have used the text in the past. It is a fresher looking text from a new publisher and with a different set of authors. While the instructor who has previously used the text will need to invest significant energies to incorporate the new text in his/her teaching, doing so will certainly be a worthwhile effort.

The purpose of the book is to address and explore the unique challenges that marketing students and practitioners face within the hospitality industry. The book is