



# Casino Management: A Strategic Approach

*Kathryn Hashimoto Ph.D.*

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**Casino Management: A Strategic Approach** Kathryn Hashimoto Ph.D.

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, 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 marketing topics such as product, price, place and promotions.

Nine vignettes appear throughout and capture current issues such as crisis planning and security. Throughout the book, special emphasis is placed on strategic market planning and the connection between entertainment and industry.

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