



# The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy

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Throughout the chapters, the authors have offered new ideas, models and frameworks, managerial implications of research findings, and suggestions for future practice. The emphasis is on strategy formulation, implementation, and evaluation. Key issues such as pricing, service delivery, experiential branding, franchising, acquisitions and mergers, human resource management, change management, and culture creation are featured.

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#### About the Author

Cathy A. Enz is Executive Director of The Center for Hospitality Research at Cornell University, and Lewis G. Schaeneman, Jr. Professor of Innovation & Dynamic Management. Her primary research focus is on innovation, best practices and change management; strategic human resource management, including the empowerment of service workers and the development of social partnerships for economic development. Dr. Enz' publications include over 50 articles in Administrative Science Quarterly, the Academy of Management Review, the Hospitality and Tourism Research Journal, the Cornell Hotel and Restaurant Administration Quarterly, Human Relations, and others. Numerous book chapters and books, including American Lodging Excellence: The Keys to Best Practices in the U.S. Lodging Industry (with L. Dube, L. Renaghan, and J. Siguaw); Educational Institute of the American Hotel Motel Assoc; (July 1999).

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