



SPA: A Comprehensive Introduction

By Elizabeth M. Johnson, Bridgette M. Redman

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This introductory textbook, developed by the International SPA Association Foundation, explores the history and philosophy of spas, examines today's spa industry, and introduces readers to spa careers. The text also takes readers through a typical day from a spa director's perspective, examines the qualities of an outstanding spa experience, and discusses industry trends and future directions.

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Editorial Review

Review

International SPA Association, ISPA, American Hotel & Lodging Educational Institute, AHLEI, retail management, spa management, retail education, spa marketing, inventory management, visual merchandising, retail planning, art and science of retail --Keywords/tags:

Users Review

From reader reviews:

Robert Qualls:

The book SPA: A Comprehensive Introduction has a lot of information on it. So when you read this book you can get a lot of advantage. The book was compiled by the very famous author. This articles author makes some research before write this book. This specific book very easy to read you can find the point easily after looking over this book.

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