



# Selling the Sea: An Inside Look at the Cruise Industry

*Bob Dickinson, Andy Vladimir*

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An insider's view of how the cruising business operates

*Selling the Sea* offers a complete picture of the cruise line industry along with step-by-step coverage of how to effectively market the cruising experience. This updated *Second Edition* features new coverage of how technology has impacted the industry, new niche markets in cruising, and expanded material on shipbuilding and design. It also includes insightful interviews with today's captains, social directors, food and beverage managers, and cruise line executives who have hands-on experience at the day-to-day workings of a cruise ship.

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