



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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SPA: A Comprehensive Introduction By Elizabeth M. Johnson, Bridgette M. Redman Bibliography

- Rank: #1074934 in Books
- Brand: Brand: Amer Hotel Lodging Assn Educational Institute
- Published on: 2009-01-31
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 8.90" h x 7.00" w x .90" l, 1.56 pounds
- Binding: Paperback
- 435 pages

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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:

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