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Event Studies: Theory, research and policy for planned events (Events Management)

Donald Getz, Stephen Page

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Event Studies is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them.

This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture.

New to this edition:

- New sections on social and intangible influences, consumer psychology and legal environment, planning and policy framework to reflect recent developments in the field
- Extended coverage of philosophy and research methods and how they can best be used in event studies; social media as a marketing tool; and the class and cultural influences of events
- New and additional case studies throughout the book from a wide range of international events
- An updated companion website to include a case study archive, powerpoint slides, and web and video links.

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