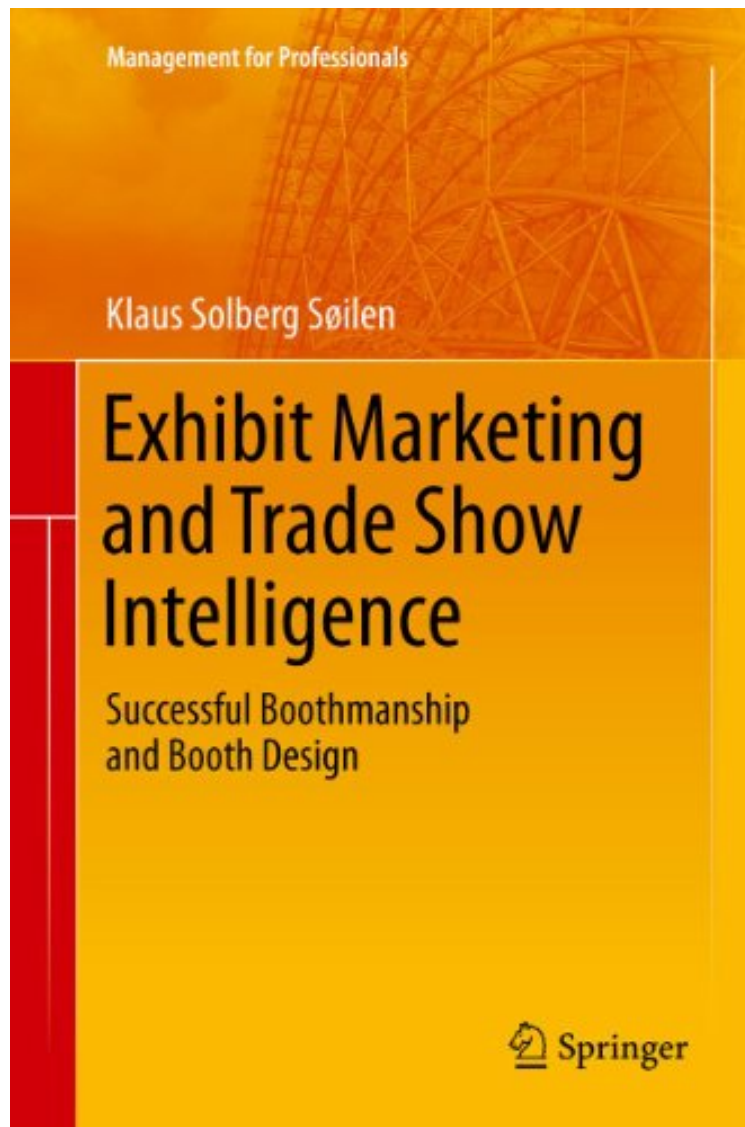


(Download ebook) Exhibit Marketing and Trade Show Intelligence: Successful Boothmanship and Booth Design (Management for Professionals)

Exhibit Marketing and Trade Show Intelligence: Successful Boothmanship and Booth Design (Management for Professionals)

Klaus Solberg Søilen

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Klaus Solberg Søilen : Exhibit Marketing and Trade Show Intelligence: Successful Boothmanship and Booth Design (Management for Professionals) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Exhibit Marketing and Trade Show Intelligence: Successful Boothmanship and Booth Design (Management for Professionals):

"Exhibition organizers and venue managers must have a thorough knowledge of their customers and they must be very close to the industries they serve. We must react rapidly to their changing needs and even be ahead of the curve in providing the tools and services which they'll need to successfully meet their business objectives." This book, *Exhibit Marketing and Trade Show Intelligence*, will assist all those in the exhibition industry to stay on top of trends and changes as we work to improve our customers' ROI and at the same time strengthen our own bottom line." Paul Woodward, Managing Director UFI, the Global Association of the Exhibition Industry; "The Exhibit and Event industry has been rapidly expanding over the past several years and offers many global opportunities for a fascinating and rewarding career. *Exhibit Marketing Trade Show Intelligence* provides those interested in a career in Exhibit and Event Management a solid foundation on how to become a valuable asset to any organization." Jim Wurm, Executive Director Exhibit Event Marketers Association (E2MA); "Dr. Klaus Solberg's book is a vital handbook for all marketers who work with exhibitions as a marketing tool. The book provides clear and extremely useful recommendations for actions before, under and after the exhibition has taken place". Svend Hollensen, author of *"Global Marketing"* (Pearson) and Associate Professor of International Marketing at the University of Southern Denmark;

From the Back Cover This book serves as a helpful resource for practitioners as well as students of event marketing. It focuses on successful boothmanship (software) and design (hardware) for trade shows. Companies are starting to realize the importance of trade shows not only as a place to convey or distribute, but also to gather and analyze information. Constantly emerging techniques are making this task easier and more important for companies to stay competitive, but adequate planning and organization still remains a challenge. The book largely focuses on the perspective of competitive intelligence, called Trade Show Intelligence, which emphasizes the importance of information gathering and analysis. A vast range of examples and cases support the main concepts presented. This book aims to assist the reader to successfully plan and organize trade shows. Students taking event marketing courses can use this work as a sourcebook for the principles of successful booth management. About the Author Klaus Solberg is an Associate Professor at Halmstad University, Sweden. He is the Editor-in-Chief of the *Journal of Intelligence Studies in Business (JISIB)* and Senior Editor of the *International Journal of Innovation Science (IJIS)*. He has published half a dozen books and numerous scientific articles for journals like *Journal of Business Research*, *European Business and Knowledge Organization*. Prior to his academic career he worked for ten years in industry, the last three being at KPMG Oslo. He is often invited as a speaker at different professional events and also a consultant to respected organisations.