



# Meetings, Expositions, Events and Conventions: An Introduction to the Industry (4th Edition)

*George G. Fenich Ph.D.*

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A comprehensive overview of all aspects of the MEEC industry, the **Fourth Edition** is the ideal text with which to introduce newcomers to this broad field. The text features case studies and examples that help readers relate the material to a future career in Event Planning, as well as major trends in this fast-growing field.

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