Acknowledgements

We would like to thank the people who have made this book possible. We have benefited greatly from the supportive and critical dialogues with our friends and colleagues, both in the industry and in Universities around the world. We have met many people who gave us the belief that this was an important book – and some who asked why we were doing it. All of them kept us going. Special thanks has to go to our students, wherever we found them, who made the book possible with their constant questioning of what we thought we knew – they were and continue to be a constant source of inspiration. We have had wonderful support from Sally North and Francesca Ford at Elsevier and we hope that they feel their patience was worthwhile. Our wives must have sympathized with them, surely knowing how they felt and we are unbelievably grateful for their love and understanding as the book interrupted what passes for normal in our lives – thank you.

As usual we accept that we are indebted to many people for the sources and contacts that produced this book, but they also know that all the errors in the book are ours.

We dedicate this book to our children: Ruth, Jamie, Dan, Ben and Alex – they are the future of international hospitality.