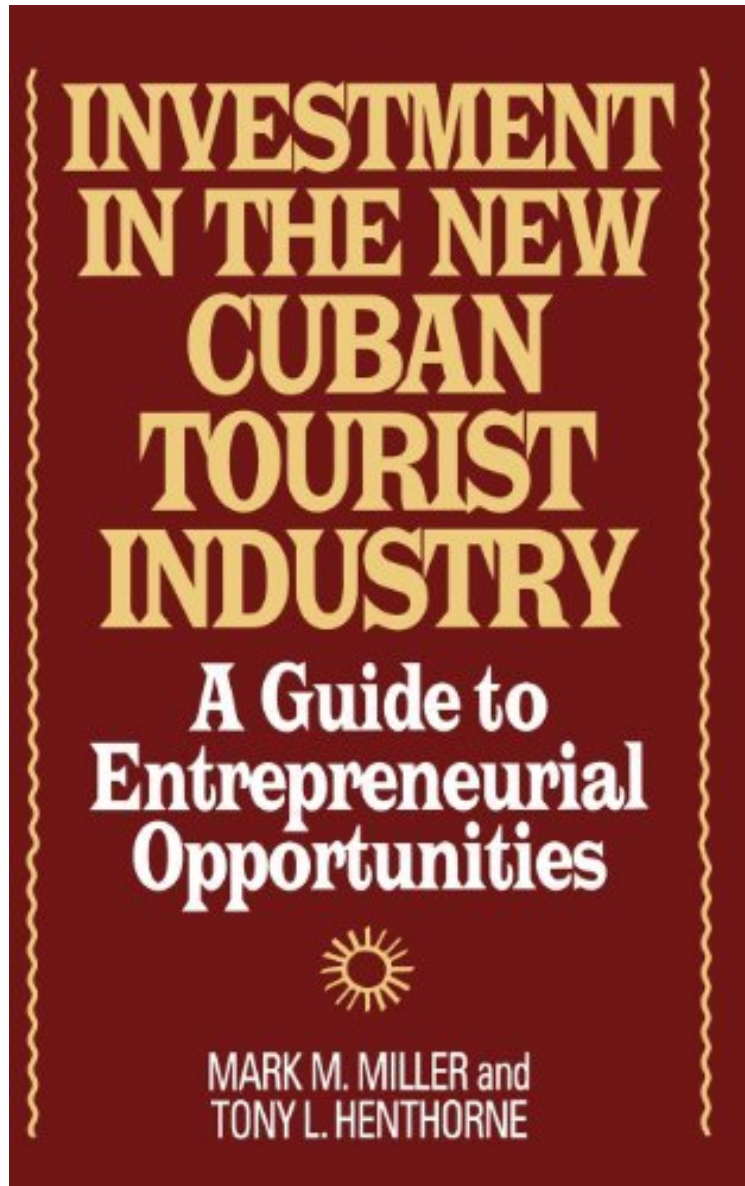


Investment in the New Cuban Tourist Industry: A Guide to Entrepreneurial Opportunities

Tony L. Henthorne, Mark Miller
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Tony L. Henthorne, Mark Miller : Investment in the New Cuban Tourist Industry: A Guide to Entrepreneurial Opportunities before purchasing it in order to gauge whether or not it would be worth my time, and all praised Investment in the New Cuban Tourist Industry: A Guide to Entrepreneurial Opportunities:

Miller and Henthorne give U.S. investors and entrepreneurs the insights they need to capitalize upon the rapidly expanding, but still open, Cuban tourism industry; the island's major industry. This authoritative examination of the market for Cuban tourism provides comprehensive information on Cuban contacts and data sources that are accessible to foreigners; insights into the competition and possible competitive strategies, plus the general background on Cuba and its economy that investors must have for an understanding of Cuba's potential. With its lists of references and contacts, Miller and Henthorne's study will be invaluable to international tourism executives, particularly specialists in strategic planning and the development of strategic business alliances as well as international marketers and business development officers. Miller and Henthorne have written their book for the day when relations and travel ties are reestablished between Cuba and the United States; a day that in their opinion will soon come. From their personal visits and interviews with Cuban officials in banking, finance, investment, politics, and the tourist industry itself, Miller and Henthorne have compiled material that is unavailable from any other single source. Here is detailed, first hand, timely information on Cuba's tourism resources, opportunities, infrastructure, competitors and competition, peculiarities, and historical and regional background for the benefit of investors in the United States and worldwide.

"Once I began to read ...I could not put the book down. I found very insightful into the promising future of Cuba's market for tourism. Although I am the child of Cuban immigrants, I was still amazed at the things I learned from reading this book.... The descriptive details which MH assimilate make for captivating reading concerning Cuba's tourist industry before and during the Castro era....Maintaining constant awareness of their audience, MH provide a useful list of various Cuban offices and information sources....MH strike a fine balance between qualitative and quantitative approaches to the subject of Cuban tourism and between the needs of academic and practitioner audiences....Miller and Henthorne's book will be of interest to many readerships."-International Journal of Commerce and Management

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About the Author
MARK M. MILLER is Assistant Dean of the University of Southern Mississippi's College of International Continuing Education where he is also Associate Professor of Geography and Area Development, and Director of USM's Caribbean Studies Program in Cuba, Jamaica, and Belize.
TONY L. HENTHORNE is Professor of Marketing and Director of the Institute for Service Excellence at the University of Southern Mississippi, Director of the University's Mexican Studies Program, and the first U.S. marketing professor to make an official visit to the University of Havana since the Revolution.