Google Drive



The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition)

James J. Keegan

Download now

Click here if your download doesn"t start automatically

The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition)

James J. Keegan

The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) James J. Keegan
During the next twelve months, more than 58 million golfers will decide where to go play over 1 billion rounds of golf on nearly 33,000 golf courses. What influences their decision? They all have one thing in common: they are seeking value-based entertainment.

What does it take to attract and retain those decision makers? The financial success of a golf course is dependent on understanding those motivations and ensuring that the experience created exceeds the price charged.

In ground-breaking research based on hard economic data, extensive field experience, and numerous client case studies, eight key concepts that accurately predict the success of a golf course are revealed:

1.The age, income, ethnicity and population density within 10 miles of the course.

2.The number of playable days measured against the efficiency of management.

3.The integration of software to create actionable information.

4.Financial benchmarking facility performance against peers.

5. Continual "appropriate" investment in the course infrastructure, equipment and labor.

6.Ensuring the "assembly line" of customer touch points matches the desired experience intended: platinum, gold, silver, bronze or steel.

7.Understanding the golfer's habits and preferences.

8.Evaluating and developing customer loyalty.

This book sheds light on virtually every aspect of golf course operations--strategic, tactical and operational. You'll learn why some golf courses are successful while others flounder.

The Golf Convergence WIN™ formula taught in this textbook is an easy-to-follow method that has consistently increased the financial return of golf courses, and enhances the customer experience to the desired level.

In an industry that is struggling who can afford to ignore the findings of this book, and the formula for success that is presented?

Download The Business of Golf - What Are You Thinking? How ...pdf

Read Online The Business of Golf - What Are You Thinking? Ho ...pdf

Download and Read Free Online The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) James J. Keegan

---

From reader reviews:

Candice Foushee:

As people who live in the actual modest era should be revise about what going on or info even knowledge to make these individuals keep up with the era that is always change and move ahead. Some of you maybe may update themselves by studying books. It is a good choice in your case but the problems coming to anyone is you don't know what one you should start with. This The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) is our recommendation to make you keep up with the world. Why, because this book serves what you want and wish in this era.

Robin Gilbertson:

The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) can be one of your basic books that are good idea. Most of us recommend that straight away because this reserve has good vocabulary which could increase your knowledge in vocab, easy to understand, bit entertaining but nonetheless delivering the information. The copy writer giving his/her effort to put every word into delight arrangement in writing The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) although doesn't forget the main level, giving the reader the hottest and also based confirm resource info that maybe you can be one among it. This great information can drawn you into completely new stage of crucial imagining.

Willis Newby:

Are you kind of active person, only have 10 or maybe 15 minute in your time to upgrading your mind skill or thinking skill actually analytical thinking? Then you are experiencing problem with the book when compared with can satisfy your short period of time to read it because all of this time you only find book that need more time to be examine. The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) can be your answer because it can be read by anyone who have those short spare time problems.

John Martin:

What is your hobby? Have you heard that will question when you got college students? We believe that that issue was given by teacher with their students. Many kinds of hobby, Everyone has different hobby. And also you know that little person including reading or as studying become their hobby. You need to understand that reading is very important as well as book as to be the point. Book is important thing to incorporate you knowledge, except your own personal teacher or lecturer. You get good news or update with regards to something by book. Different categories of books that can you choose to use be your object. One of them is this The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition).

Download and Read Online The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) James J. Keegan #36SAXERMBKZ

Read The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) by James J. Keegan for online ebook

The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) by James J. Keegan Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) by James J. Keegan books to read online.

Online The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) by James J. Keegan ebook PDF download

The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) by James J. Keegan Doc

The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) by James J. Keegan Mobipocket

The Business of Golf - What Are You Thinking? How to Maximize the Financial Return of a Golf Course (2012 Edition) by James J. Keegan EPub