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the 2nd edition of tiki road trip has been completely updated expanded and globalized the best and only guide to polynesian pop culture written by tiki expert and urban archaeologist james teitelbaum now contains even more listings and reviews of tiki bars and polynesian restaurants even more photographs and even more drink recipes the international listings have been expanded as well and the hawaiian glossary is much more comprehensive all in all the second edition of tiki road trip is a superior refinement of what was already an indispensable book for followers of the ever growing tiki movement from tiki godfathers don

the beachcomber and trader vic to classic exotica favorites martin denny and les baxter to contemporary tiki artists shag and bosko this resource covers everything tiki in prose that is witty entertaining and essential for anyone who has ever stepped up to a bar glanced up at the pufferfish hanging from the ceiling and ordered a singapore sling in addition to the exhaustive listings recipes for classic tiki cocktails a glossary of tiki terms and resources for buying tiki goods and artifacts are also included reminiscences of famous points of interest that have closed are provided for the completist for historical perspective and for those seeking information on the current status of a favorite tiki site which may have closed so slip on your grass skirt or aloha shirt because tiki road trip is going to take you on a tour of the tiki universe that will make waves from the shores of rapa nui to the beaches of oahu

the new rough guide to barcelona is the ultimate all round guidebook to one of europe s most vibrant exciting and stylish cities now in full color throughout with dozens of color photos this guide not only gives you the finest coverage of barcelona s historical sights and famous architecture including the magnificent gaudi creations like the sagrada familia but also has a keen eye for offbeat attractions and in the know sights from quirky museums to neighborhood markets city beaches to urban parks there are up to date reviews of the best hotels bars restaurants and clubs for all budgets so whether you re looking for a hideaway boutique hotel or a cool bar serving catalan craft beers you ll find it in the rough guide make the most of your holiday with the rough guide to barcelona

this ebook version of the green guide spain reveals a land renowned for its culture heritage and geographical diversity spain s beaches and mountains mix effortlessly with dynamic cities packed with world class museums superb dining and fantastic shopping visit a rioja winery admire barcelona s modernist architecture or island hop across the canaries new regional introductions michelin s celebrated star rating system walking and driving tours detailed maps and suggested restaurants and hotels for a variety of budgets allow travelers to plan their trip carefully or to be spontaneous in their journey

as economic growth in western countries shows signs of fatigue companies are battling hard to discover how to generate and sustain corporate growth the restructuring and reengineering processes of the early 1990s and the massive lay offs they brought about have only given an additional boost to the need for expansion corporate efficiency is indispensable but is not a sufficient condition for corporate survival firms need to think about their future growth

this new ebook edition of the green guide spain is a wide ranging guide to the best of the country visit dynamic cities packed with world class museums superb dining and fantastic shopping or enjoy spain s stunning beaches and mountains the guide takes the guesswork out of trip organization detailed maps driving itineraries and michelin s famed star rating system ensure a variety of attractions and activities from a winery visit to cycling along madrid s riverbanks this guide covers it all to suit every budget and expectation this new ebook edition of the green guide spain is a wide ranging guide to the best of the country visit dynamic cities packed with world class museums superb dining and fantastic shopping or enjoy spain s stunning beaches and mountains the guide takes the guesswork out of trip organization detailed maps driving itineraries and michelin s famed star rating system ensure a variety of attractions and activities from a winery visit to cycling along madrid s riverbanks this guide covers it all to suit every budget and expectation in this ebook you ll find modern layout design full color photos and plenty of detail travelers look for inspiration section for exciting travel ideas practical information section now split between before you go and on arrival for quicker reference attractions reviewed and rated using michelin s celebrated star rating system from the magnificent 3 star alhambra perched above granada to the 1 star rías altas area very popular during the summer season walk throughs of major museums galleries churches and attractions includes illustrations and floor plans michelin walking and driving tours for a more in depth personal experience of the country follow one of the 12 round trip driving itineraries to discover one of spain s diverse regions or explore segovia s old town by foot comprehensive illustrated sections on modern day spain its art history and culture all written by experts in their fields sidebars throughout the guide on intriguing topics from news in the spanish wine scene to buñol s infamous tomato throwing festival detailed visitor information given for every attraction opening hours tour times parking fees phone website michelin area and city maps includes recommendations for places to eat and stay for every budget download onto any kind of ereader tablet or smartphone and you re set to go use the guide to orient yourself at any time with a treasure trove of 50 detailed maps even if you re offline with no wi fi or 3g connection with the interactive navigation it s easy to move within the guide click from the index to a point of interest or from a sight description to its location on the map with one touch you can even phone an establishment directly from the page or click through to a website for more information no matter what ereader you use with the green guide spain ebook in hand you re ready to explore the country see some beautiful sights and create a truly memorable journey

from the first pleasure gardens to the global theme park companies this book provides an understanding of the nature and function of theme parks as spaces of entertainment it portrays the impacts of theme parks as global competitive actors agents of global development and cultural symbols in the context of their role in the developing economy

branded a cultural chernobyl and the tragic kingdom the euro disney resort has been on its own thrill ride since opening in 1992 the much publicized version of the magic kingdom gave europeans alcohol free mocktails surly employees even colors too muted for the disney image facing financial disaster was it any wonder that disney execs found themselves wishing upon a star for answers after so many knee jerk criticisms of euro disney this book combines firsthand experience and research to shed new light on claims that the park is nothing more than a form of american cultural imperialism andrew lainsbury a former euro disney employee who knows what the park meant to its visitors goes beyond media bites and academic scorn to examine europe s love hate relationship with euro disneyland and some of the undiscussed issues surrounding it once upon an american dream is a story of global capitalism on a grand scale lainsbury has plumbed company archives and interviewed key players to give readers the real view from le chateau de la belle au bois dormant sleeping beauty s castle he cracks open the euro disney controversy to reveal the park not as a tragic experiment in exporting american culture but the result of european efforts to import a popular form of american entertainment lainsbury tells how the walt disney company came to build a european park and locate it in france how political negotiations affected its design and development how it was promoted to continental audiences and what caused its widely publicized financial woes before being rescued by a real prince from saudi arabia he reveals what it took to win back the hearts of skeptical europeans such as serving wine selling flashy merchandise and placating disgruntled workers finally he looks into the magic mirror to speculate on the role of euro disney and the walt disney company in the twenty first century ultimately lainsbury shows that cultural imperialism is not an exclusively american phenomenon but a global corporate strategy and that global corporatism by needing to be responsive to consumers is so complex that it may not be as monolithic as feared once upon an american dream is a fairy tale for our times reminding us that for all the critical huffing and puffing the creation and marketing of pleasure is what euro disneyland is all about

this text looks at marketing from a european perspective in addition to case studies it considers differences in consumer behaviour between european countries the text is supported by student exercises and adopts a student centered learning approach

a best selling series of colorful and compact guidebooks which provide an excellent all round insight to many of the world s destinations

contains an account of the history of the roller coaster as well as an enthusiastic description of the most spectacular rides in the

world

discover the rich cultural and artistic heritage behind the sun sea and sand traditionally associated with spain abundantly illustrated with full color photos and 80 detailed city and local maps the guide describes hundreds of spain s varied attractions with two summary maps highlighting the principle sights and recommended touring programs

an essential handbook for any visitor to spain s most colorful city this time out guide is packed with critical and up to the minute details on the city s sights arts and entertainment it includes information on accommodations clubs restaurants fiestas and festivals and trips out of the city to mountains beaches and villages of catalonia color maps color and b w photos throughout

a listing or world records

the world s bestselling authority on astonishing facts and unparalleled human achievements completely revised and updated for 2003 from the world s fastest speed skater to the world s fastest snail the most coffee consumed to the longest strand of pasta 418 feet guinness world records tm is the most complete authoritative and exciting guide to every record statistic and feat of human endeavor and natural wonder imaginable and it s packed with exciting photos to back them up the world s longest kiss took place in new york city lasting a guinness world record 30 hours 59 minutes and 27 seconds jennifer aniston lisa kudrow and courteney cox arquette the female leads in nbc s friends earned a whopping guinness world record 1 million each per episode of the 2002 season the most expensive house sale to date goes to a hong kong businessman who collected a staggering guinness world record 101 909 312 for his home and that s only the beginning dive into the awe inspiring newly expanded guinness world records tm 2003 and discover a feast of fascinating facts animal vegetable or mineral if it s occurred and been recorded you ll find it here

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