



# The Gaming Industry: Introduction and Perspectives

*Univ. of Nevada, Las Vegas, William F. Harrah College of Hotel Administration International Gaming Institute*

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An authoritative introduction to the world of professional gaming and casino management, from the authorities on the subject, the faculty of the UNLV International Gaming Institute: Vincent H. Eade, Director David J. Christianson, Dean William F. Harrah College of Hotel Administration

Contributing faculty members: Frank D. Borsenik Leslie E. Cummings Robert J. Martin John T. Bowen Bernhardt Fried Andrew Nazarechuk Pearl Brewer Zheng Gu John M. Stefanelli Anthony N. Cabot Jim Kilby

This is the book for anyone interested in pursuing or advancing a career in the gaming or casino industry, the ideal reference for hospitality students as well as professionals. Completely up-to-date and reflecting current academic and technological trends in the field, as well as the legislative developments permitting gambling casinos in almost every state, The Gaming Industry:

- \* Covers the historical background and regulatory aspects of gaming
- \* Explores all facets of casino operations--from food and beverages to cage operations, auditing, marketing, and reporting
- \* Examines the mathematics and utility analysis of gaming, including all newly introduced technologies and related practices for gaming and casino operations
- \* And much more...

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