

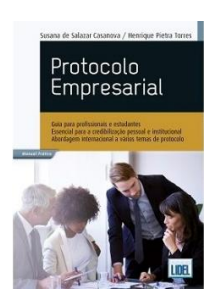
**Revenue management for hospitality and tourism / ed. Patrick Legohérel, Elizabeth Poutier, Alan Fyall. - Oxford : Goodfellow Publishers, cop. 2013. ISBN 978-1-908999-50-4; Cota 640.4:658/37.**

Written by leading academic and industry experts actively engaged in revenue management, research and teaching this is a new and original treatment of the whole field for students and professionals. The book is designed for students at many levels in universities, business schools, schools of tourism and hospitality studying marketing, pricing, distribution, selling and commercial issues in the service industry. It will be essential for those working in revenue management, reservations, operations and logistics and generic marketing.



**Menu : pricing and strategy / ed. Jack E. Miller and David V. Pavesic. - 4th ed. - New York : Wiley, cop. 1996. ISBN 978-0-471-28747-6; Cota 642/11**

Now in its fourth edition, this popular guide to designing and pricing menus has even more information that will help turn your ordinary menu into a merchandising and cost control tool. Two of the industry's top hospitality educators, Jack Miller and Dave Pavesic, have teamed up to make this new edition the best book available on menu pricing and design. This revised edition includes New sections on the history of the restaurant industry The psychology of menu pricing and design How to write menu copy Use of coupons and discounts Demand and market driven pricing Menu sales mix analysis Expanded glossary of menu terms.



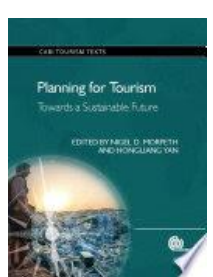
**Protocolo empresarial / Susana de Salazar Casanova, Henrique Pietra Torres. - Lisboa : Lidel, 2015. ISBN 978-972-757-912-9; Cota 659.3/5**

Esta obra apresenta, de forma sucinta e prática, as principais normas de Protocolo, designadamente a organização e comportamento em reuniões de trabalho e refeições de âmbito profissional, os detalhes da tech-etiquette, a colocação de bandeiras e vários outros aspetos de eventos empresariais. Inclui a abordagem internacional a vários temas de Protocolo. Este é um guia que se destina, maioritariamente, a profissionais, mas também a estudantes das áreas de Comunicação, especificamente nas vertentes de Protocolo, Imagem, Organização de Eventos e Assessoria Empresarial.



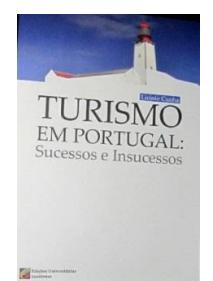
**Introducción al turismo / OMT - Organización Mundial del Turismo ; dir. Amparo Sancho. - Madrid : OMT - Organización Mundial del Turismo, cop. 1998. ISBN 92-844-0269-7; Cota 338.48/348**

Por vez primera la OMT publica un libro de texto específicamente destinado a los estudiantes o profesionales del turismo de habla hispana. Introducción al Turismo proporciona un conocimiento panorámico y contemporáneo de la industria turística. El amplio índice de contenidos incluye cuestiones tan importantes como el análisis de la demanda y oferta turísticas, su concepto y tipología, la distribución, los impactos del turismo (económicos, sociales y ambientales) y su corrección, el uso de las tecnologías de la información, el marketing turístico (...)



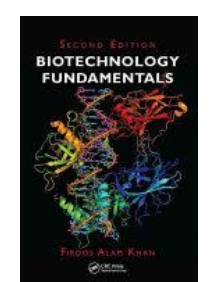
**Planning for tourism : towards a sustainable future / edited by Nigel D. Morpeth, Hongliang Yan. - Oxfordshire : CABI, 2015. ISBN 978-1-78064-458-5; Cota 338.48/347**

This text provides an innovative approach to the pedagogy of contemporary planning processes within different cultural contexts globally. It adopts an innovative multi-disciplinary social science approach and through the inclusion of international case studies, considers the extent to which intelligent design has enabled the needs of disabled residents and visitors to have universal access to social spaces and facilities. In incorporating the consideration into the fabric of the book it will encourage the mainstreaming of universal design and accessible tourism, as keystones of planning processes within the twenty-first century.



**Turismo em Portugal sucessos e insucessos / Licínio Cunha. - 2.ª ed. - Lisboa : Edições Universitárias Lusófonas, 2012. ISBN 978-989-8512-24-6; Cota 338.48/346**

No presente livro encontra-se uma descrição muito completa sobre o que foi a evolução do turismo português até ao presente e apresentam-se análises desenvolvidas sobre as políticas públicas aplicadas nessa área. As partes em que se descreve a evolução registada apoiam-se nas principais informações estatísticas relevantes, e tratam do enquadramento nas tendências internacionais do turismo e da inserção do sector no total da economia nacional. As partes dedicadas à análise das políticas turísticas de turismo aplicadas por sucessivos governos relatam essas políticas e expõem os seus conteúdos.



**Biotechnology fundamentals / Firdos Alam Khan. - 2nd ed. - Boca Raton : CRC Press, 2016. ISBN 978-1-4987-2342-8; Cota 57.08/29**

The book begins with a basic introduction of biotechnology, moves on to more complex topics, and provides relevant examples along the way. Each chapter begins with a brief summary, is illustrated by simple line diagrams, pictures, and tables, and ends with a question session, an assignment, and field trip information. The author also discusses the connection between plant breeding, cheese making, in vitro fertilization, alcohol fermentation, and biotechnology. A single source reference covering every aspect of biotechnology, Biotechnology Fundamentals, Second Edition breaks down the basic fundamentals of this discipline, and highlights both conventional and modern approaches unique to the industry.