



HOTEL PRICING IN A Social World

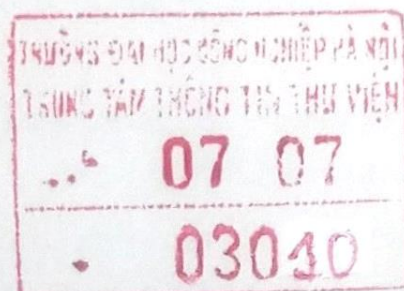
**DRIVING VALUE IN THE
DIGITAL ECONOMY**

KELLY A. McGUIRE

FOREWORD BY JEANNETTE HO

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Hotel Pricing in a Social World



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Driving Value in the Digital Economy

Kelly A. McGuire, PhD



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