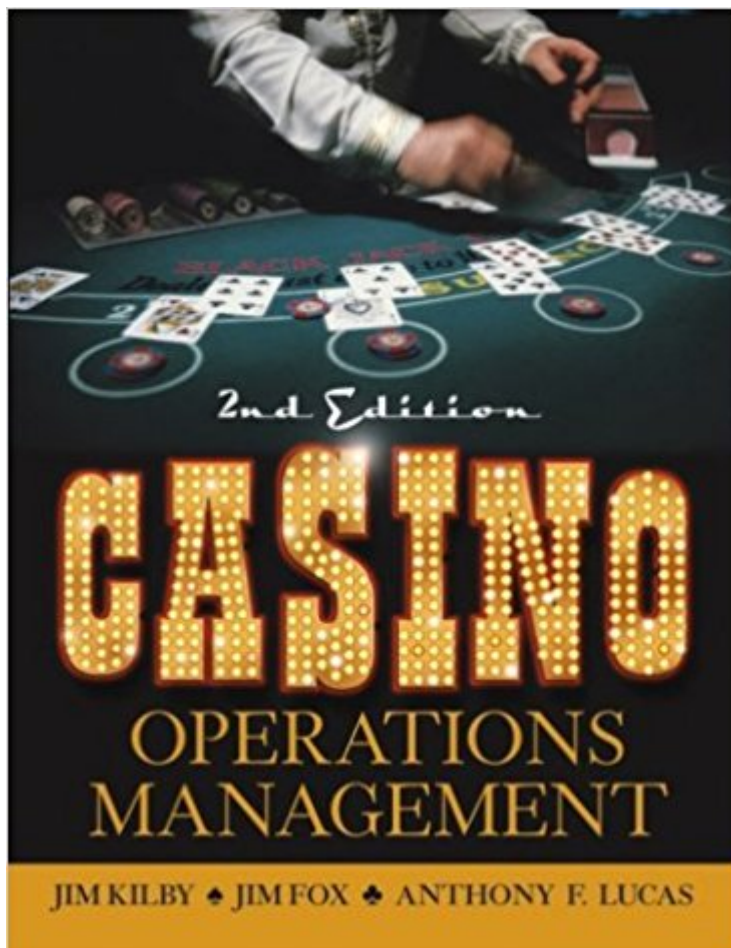




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Casino Operations Management



Synopsis

Complete guidance to the ins and outs of gaming operations Management personnel need a thorough understanding of the business side of the casino industry to ensure profits—and to avoid losses. It's a sure bet that *Casino Operations Management, Second Edition* will help current and future gaming management professionals better serve any casino. Written by experts with over 65 years of combined experience in the field, this Second Edition offers all the critical skills and know-how to equip gaming and casino operators with the knowledge needed for the management office, cage operations, and table game and slot operations. This updated edition features detailed coverage of:

- Current high-roller marketing tactics and their effect on profitability
- The effect of popular money management systems on casino profits
- The initial development process of an Indian casino
- Studies designed to identify the patronage motives of gamblers, including those of riverboat customers
- Slot club design: player rating issues, point accumulation schemes, and more
- Principles of casino floor design: managing table game and slot location
- Studies designed to measure the profit contribution of popular slot promotions

Casino Operations Management, Second Edition uses simplified mathematics and statistics throughout, and provides readers with a thorough understanding of all aspects of the casino industry business. It is a must-have reference for students and casinos that develop managers internally.

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Customer Reviews

Starting with an exhaustive and extensive history of gambling, this original text will provide complete coverage on one of the fastest growing industries in the US - the gaming industry. This practical

guide is a must for anyone involved in the management of casinos and will cover all aspects within these businesses including regulatory control environments, the games, marketing, organization, cage operations, accounting and surveillance. --This text refers to an out of print or unavailable edition of this title.

Complete guidance to the ins and outs of gaming operations Management personnel need a thorough understanding of the business side of the casino industry to ensure profitsâ “and to avoid losses. Itâ™s a sure bet that Casino Operations Management, Second Edition will help current and future gaming management professionals better serve any casino. Written by experts with over 65 years of combined experience in the field, this Second Edition offers all the critical skills and know-how to equip gaming and casino operators with the knowledge needed for the management office, cage operations, and table game and slot operations. This updated edition features detailed coverage of: Current high-roller marketing tactics and their effect on profitability The effect of popular money management systems on casino profits The initial development process of an Indian casino Studies designed to identify the patronage motives of gamblers, including those of riverboat customers Slot club design: player rating issues, point accumulation schemes, and more Principles of casino floor design: managing table game and slot location Studies designed to measure the profit contribution of popular slot promotions Casino Operations Management, Second Edition uses simplified mathematics and statistics throughout, and provides readers with a thorough understanding of all aspects of the casino industry business. It is a must-have reference for students and casinos that develop managers internally.

For all casino staff, itÃ¢Â™s an excellent book. Every employee, especially management should read this book. You will learn a lot of casino industry

Excaltly what I expected. Thank you very much! What can I say more? This is about it, nothing more. Thanks.

So easy to buy on line. A good book for a general overview of the casino industry. I will use it as a reference.

The was one of the worst textbooks i have ever had to read. The information was so hard to understand. There was a lot of unnecessary wording in the book, and it did not even explain the

material any more. I used this book with an online class, and once I read the information the teacher sent out, she wrote out the material in a much clearer way, and in a far less amount of pages!! would not recommend any teachers to use this book, and would not recommend anyone to read it. It was very difficult to understand.

Good book!

1

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