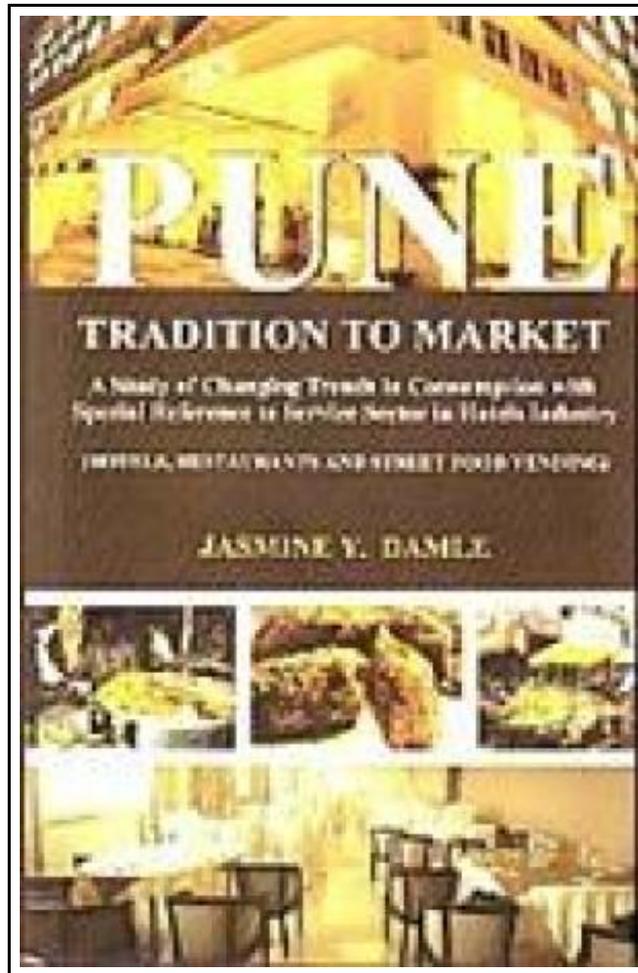


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PUNE TRADITION TO MARKET: A STUDY OF CHANGING TRENDS IN CONSUMPTION WITH SPECIAL REFERENCE TO SERVICE SECTOR IN HOTEL INDUSTRY



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2011. Hardcover. Book Condition: New. 227 The Book deals with the interface between economic development and socio-cultural change. It traces the metamorphosis of Pune from a relatively static traditional Society to a fast changing techno-vibrant city, the Transformation from "food as necessity" to "food as luxury". The Transition from one ethos to another is not only interesting by itself but it has also paved the way for a fresh look at an ever changing situation. The book also traces the Pune`s historic concept of eating out by gleaning through Marathi literature as well as articles from Magazines and newspapers. It depicts a long sojourn from Tradition to market and to analyze the Emerging Urban culture in new economic settings. Contents:- Content: Preface Introduction I. Theoretical Perspectives used in the Study 1. Serendipity Pattern 2. The three-fold Theoretical Base 3. The Concept of Service Sector 4. The Concept of Economic Multiplier 5. The Concept of Consumption. II. Pune-Historical Background and Ethos 1. Social Fabric and Family Structure 2. Changing Family Structure. III. Industrialization 1. The Seeds of Industrialization 2. Pune - the Growing Industrial City 3. Changing Nature of Industrilization in Pune 4. Urbanization and Pune`s March Towards Super Industrial Status 5. Pune - The Nucleus City of Industrial Expansion 6. Pune`s Super Industrial Status. IV. Academic and Industrial Support 1. Educational Institutions 2. Maharatta Chamber of Commerce, Agriculture and Industries (MCCA). V. Hotel Industry 1. Concept of Hotel 2. A Brief History of Hotel 3. A Brief History of Hotels in Pune 4. Characteristics of Star Hotels 5. Characteristics of Hotel Industry 6. Hotel Industry as Employment Multiplier. VI. Social Dimensions of Industries 1. Culture of Eating Out 2. Out of Necessity 3. Working Couples 4. Socializing 5. Industrilization as Social Multiplier 6. Women Entrepreneurs 7. New Industrial Society 8....

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