

MARKETING GURU AND AUTHOR OF MARKETING PARADISE TO DONATE PROCEEDS FROM BOOK SALES TO HOSPITALITY SCHOLARSHIP FUND

Portion of Book Sales Proceeds to Benefit the Hospitality Sales & Marketing Association International (HSMIAI) Foundation Scholarship Fund for Students Pursuing a Career in Hospitality Sales and Marketing

July 26, 2015 -- Marketing and public relations guru Mark Glickman, author of this summer's entertaining, new business book, "Marketing Paradise: Talk Stories To Learn From", has announced that proceeds from his book sales will be donated to the Hospitality Sales & Marketing Association International (HSMIAI) Foundation Scholarship Fund for students pursuing a career in hospitality sales and marketing.

The HSMIAI Foundation has been providing scholarships to students pursuing a career in hospitality sales and marketing since 1983. The Foundation awards merit scholarships to full-time students in the Baccalaureate/Graduate Degree Candidate category, and merit scholarships to part-time students pursuing Associate, Baccalaureate or Graduate.

According to Glickman, "I've been in the hospitality business for 25 years and have been a member of HSMIAI and have also spoken at many of their conferences. Their educational programs and industry conferences are first-rate and so are the people you'll meet. I'm excited to be able to support their Foundation's scholarship fund through a portion of the proceeds from my book sales."

Whether you work in marketing, sales, public relations or operations for a resort, hotel or destination or you're studying marketing or hospitality management; whether you're curious about what life is like working in paradise, or you're just looking for a fun read, you'll find some eye-opening insights in this book to help you develop and get results.

Glickman will take you behind the scenes for some of his marketing tales:

- The World's Longest Golf Drive from the Top of a Ski Slope
 - Skiing Down 19th Street in the Nation's Capital
 - When the White House Moves Into Your Resort
 - Rebuilding the Coast with Best-selling Author John Grisham
 - Sustainable Buzz in Hawaii
 - The World's Largest Pumpkin
 - How Dolly Parton Saved My Butt
- and much more!

Marketing and public relations guru Mark Glickman works with some of the world's leading resort developments, destinations, management companies and nonprofits on branding, publicity, special events and driving revenue. Glickman was selected as one of the "Top 25 Most Extraordinary Minds in Sales & Marketing" by the Hotel Sales & Marketing Association International (HSMIAI). He is the author of Marketing Paradise and is a frequent speaker on green marketing and crisis management.

