



Sails for Profit: A Complete Guide to Selling and Booking Cruise Travel

Jeanne Semer-Purzycki, Robert H. D.S. Purzycki

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This current, interactive book familiarizes readers with all of the important aspects of selling cruise vacations—from basic nautical terminology to shipboard life, world itineraries, and key resources that can help future agents market and sell cruises effectively. It presents current and practical information on the various types of cruise experiences, passenger demographics and itineraries, as well as the tools and techniques for selling and booking cruise vacations to individual and group clients in the real world.

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