



The Llama is Inn, Fourth Book in the Llama Series to be Released May 2017

The Llama is Inn is the fourth anthology book in Larry Mogelonsky's series following *Are You an Ostrich or a Llama?* (2012), *Llamas Rule* (2013) and *Hotel Llama* (2015). Together, they give a detailed picture of the present hotel business landscape, outlining how to best navigate new technological issues shaping our industry in addition to the need for a perpetual commitment to exceptional service.

All four books draw from Larry's extensive experience in the field as well as the prudence of other senior managers and corporate executives active in the hospitality industry. Offering creative and effective solutions to today's problems, this collection will give you the tools you need to thrive in the modern hotel world.

The hotel world is evolving. The proliferation of new mobile technologies, online travel agencies, the sharing economy, social media and third-party review websites represent significant disruptors for any hotelier's business. And these are just the tip of the iceberg.

Customer behavior is changing too rapidly for traditional hospitality marketing and operations textbooks to keep up. The modern traveler is highly intelligent and incredibly discerning when it comes to hotel purchases. To understand this consumer revolution, you must arm yourself with the latest resources.

Enter *The Llama is Inn*, the fourth book in the series written to give hoteliers the best tools in their arsenal to prosper in these changing times. This is not an introductory textbook on the hospitality industry, but rather a compilation of selected topics that highlight both modern success stories as well as the blunders to avoid.

This book will strengthen your hotel management skills. Individual articles cover sales, marketing, branding channel management and emerging new technologies. Examples of operational excellence in F&B, housekeeping, front desk, reservations and HR are explored. The goal is to enhance learning and practical application to your property.

Above all, it is stressed that the success of any property – even with all that has changed in recent years – nonetheless depends on the relationship a hotel fosters with its guests. This is the hotelier's guidebook that recognizes future developments while celebrating the past.

About the Author

After a formal engineering undergraduate degree and an MBA, plus a stint as a professional civil engineer, Larry's business career started with a brand management position at Procter & Gamble. This was followed by half-dozen years at a top ten ad agency, where he was the team leader for the Four Seasons Hotels & Resorts business. Smitten with the hospitality 'bug', Larry founded LMA Communications and more recently, Hotel Mogel Consulting Ltd., a specialty consultancy dedicated to the hotel industry.

Today, Larry works with hotel owners and operators across the globe. His knowledge of hospitality marketing and operations has been demonstrated through the accumulation of 75+ awards from HSMAI (Hotel Sales and Marketing Association International). His firm was also awarded the distinction of *Worldwide e-Marketing Agency of the Year* by TravelClick.

Larry regularly contributes to many of the world's top industry publications. He was recognized as one of the *Top 25 Minds in Hospitality*. He is also sought after as a keynote speaker at worldwide industry conferences.

The Llama is Inn will be available in April 2017 through Amazon, Indigo and Barnes & Noble. A Kindle edition is also available.