



Casino Operations Management

Jim Kilby, Jim Fox, Anthony F. Lucas

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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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