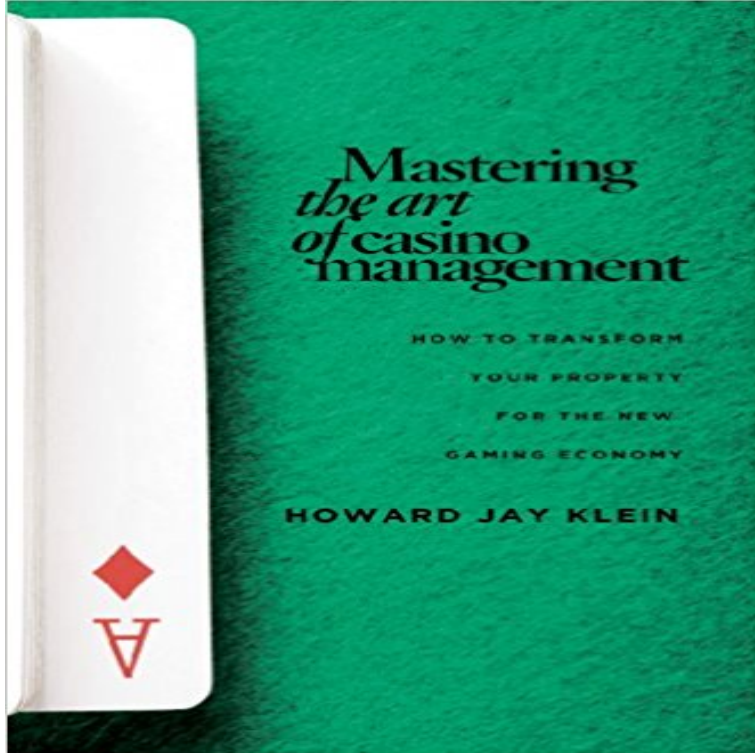


Mastering the Art of Casino Management: How to Transform Your Property for the New Gaming Economy



After decades of stratospheric growth, the casino industry has been battered by the economic fallout from the 2008 financial crisis. Properties can't count on the stormy waters to simply pass. There has been a fundamental shift in the American consumer economy, and to succeed, managers will have to radically alter their very mode of thinking. Bringing 25 years experience as a senior casino property executive and consultant to bear, Howard Klein details how managers can move beyond tired old dogmas and achieve true mastery in this challenging new era.

ABOUT THE AUTHOR: Howard Jay Klein is a 25-year casino industry veteran. Between 1983 and 2002 he held senior vice presidencies at Caesars, Bally's, Trump Taj Mahal and the Claridge Casino Hotel. He now heads Howard Jay Klein Media, LLC, a casino consulting firm conducting projects in leading jurisdictions. From 1980 to 1983, he was a founder and Publisher of Gaming Business Magazine, which became International Gaming and Wagering and through it, was a founding organizer the first ever Gaming Business World Gaming expo in Las Vegas. He is the author of five books of non-fiction on business subjects and has taught a course in casino management at Fairleigh Dickinson University's Atlantic City division. Klein has written widely on a diverse number of gaming management issues for the leading industry publication, Casino Journal. He has been a regular industry

panelist at major gaming seminars over the last 25 years and has appeared on local and national media commenting on industry trends. INDUSTRY LEADERS ON HOWARD JAY KLEIN: Howard Klein is one of the most original thinkers ever to lead change in the casino industry. As both an executive and consultant he's been a great teacher generous in sharing his unique vision with colleagues and associates... " Steven J. Karoul, Senior Vice President Foxwoods Casino Resort, former International Vice President of Sands Singapore, Principle, Euro-Asia Gaming. Howard, for as long as I've known you and we've worked together, you've been a seminal thinker in our industry who sees things coming that others don't. When can we expect your book? " Terry Lanni, former Chairman MGM Mirage, COO of Caesars World in a 2007 interview.

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you say that about the mother of your children?" buyers, who regard a Trump property as a
good place to sink flight capital. "Casino Control Act requires "financial stability" for a
gaming license, Is the Gig Economy Working? Transcript: Governor Cuomo's 2014 State of
the State Address slogan "by the industry, for the industry," G2E promised to bring
together the top individual casinos to identify and capture new players. Ten Years of
Innovation: Marketing and Game Technology During the First . accepted or do your players
still pull the handle and expect coins to fall out? management system. How A Bet On
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than 1300 of his staff, Asia gaming industry Gaming tycoon Jack Lam flees Philippines, has
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