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ARTICLES

FIRST ANNUAL MARKETING AND RESEARCH ISSUE

The State of the Industry

A comprehensive report on three seaments of the golf industry-pro shop operations, club management of food and beverage operations, budget planning and expenditures for course maintenance by superintendents—and a look toward tomorrow's golf market

The Professional

. . . moves a lot of merchandise through his shop

The Club Manager

. . . keeps the cash registers ringing at the clubs

The Superintendent

. . . budgets to keep that turf lush and green

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AND RESEARCH ISSUE



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