

Doubletree Brand Standards Manual

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The Doubletree Brand Standards Manual (Manual) has been developed to provide the Owner of the hotel with the required minimum standards, procedures,

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In 2006, then Director of Brand Standards and now VP of Doubletree Brand Performance Gary Steffen assembled a committee to change that reputation or lack thereof.

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Brands weigh the pros and cons of each potential changes in standards before implementation, brand executives said during the HELP conference.

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