



Ebook

The AI Advantage: Essential Hospitality Trends for 2025 Success

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Pivotal Hospitality Trends for 2025

As we look at the emerging trends for 2025, it appears traditional digital marketing methods alone may no longer guarantee lasting hotel growth. Each of these trends reflects the rapid evolution of technology that is accompanied by the urgent need for hotel staff to adapt to an accelerated pace of change. This year, it's not just about keeping up with emerging technologies, it's about rethinking how we work and respond to a more dynamic, digitally driven environment.

The following trends highlight a shift that requires more than technological upgrades; they demand an adaptable workforce prepared to embrace, evaluate, and implement these advancements thoughtfully. Not every trend may suit every hotel or guest, but understanding the full spectrum allows hoteliers to make informed decisions. By staying informed and strategically assessing which innovations align with their unique brand and guest needs, hoteliers can ensure they strike the perfect balance between embracing new technologies and preserving traditional values.

Trend 1

AI SEO & Content Discovery

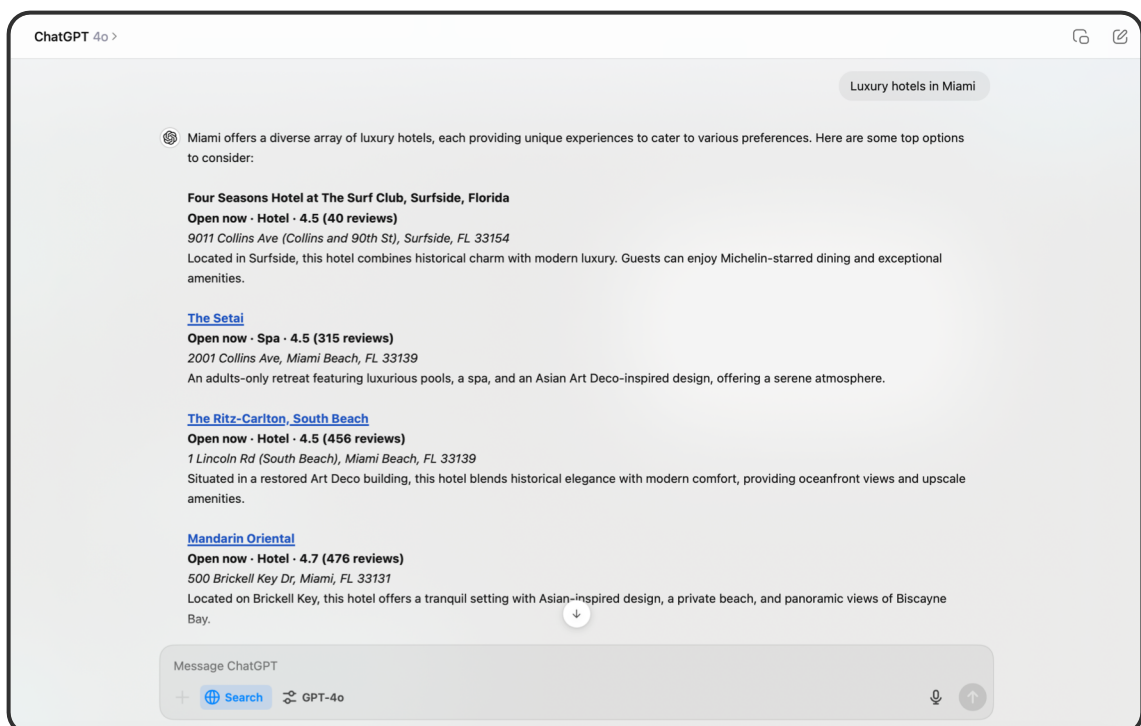
AI-driven tools like ChatGPT, Perplexity, and Google's AI-powered summaries are revolutionizing how travelers plan and book their journeys. These platforms prioritize delivering instant, comprehensive answers directly within the search environment, creating a "clickless" experience that bypasses traditional search engines and websites. For hotel marketers, this shift requires reimagining SEO strategies to optimize for AI platforms that provide synthesized responses without consistently linking back to original sources.

AI SEO demands more than keyword optimization; it requires understanding how AI algorithms interpret and synthesize content. To succeed, hotels must focus on contextual relevance, user intent, and crafting content that aligns with AI systems. By creating clear, structured, and conversational language and ensuring inclusion in high-authority, frequently cited sources, hotels can enhance their chances of being featured in AI-generated results and establish themselves as trusted sources.



The rise of AI-powered search engines intensifies competition for visibility, as travelers increasingly rely on these platforms for specific, in-depth answers. Hotels must embed their brand consistently across authoritative sources, leveraging public relations, partnerships, and robust content strategies. This approach strengthens their presence in AI-generated responses, as AI systems prioritize frequently referenced brands and relevant topics.

Adopting AI SEO also opens new opportunities for hotels to stay ahead of rapidly evolving algorithms. It allows for delivering personalized, highly targeted responses that enhance visibility and improve conversion rates by providing guests with the right information when they need it. Additionally, technical enhancements such as schema markup—structured data that helps search engines understand and display detailed information like room types, pricing, and amenities—enable AI systems to better present hotel offerings to potential guests.



This transition impacts multiple teams within the hotel, requiring collaboration across SEO, marketing, and web development. By focusing on relevance, intent, and authority, and aligning content with AI preferences, hotels can meet the evolving expectations of travelers while positioning themselves as leaders in the increasingly competitive AI-driven digital landscape. AI SEO is not just an adjustment but a strategic evolution, ensuring hotels remain visible and relevant as search behaviors transform in 2025.

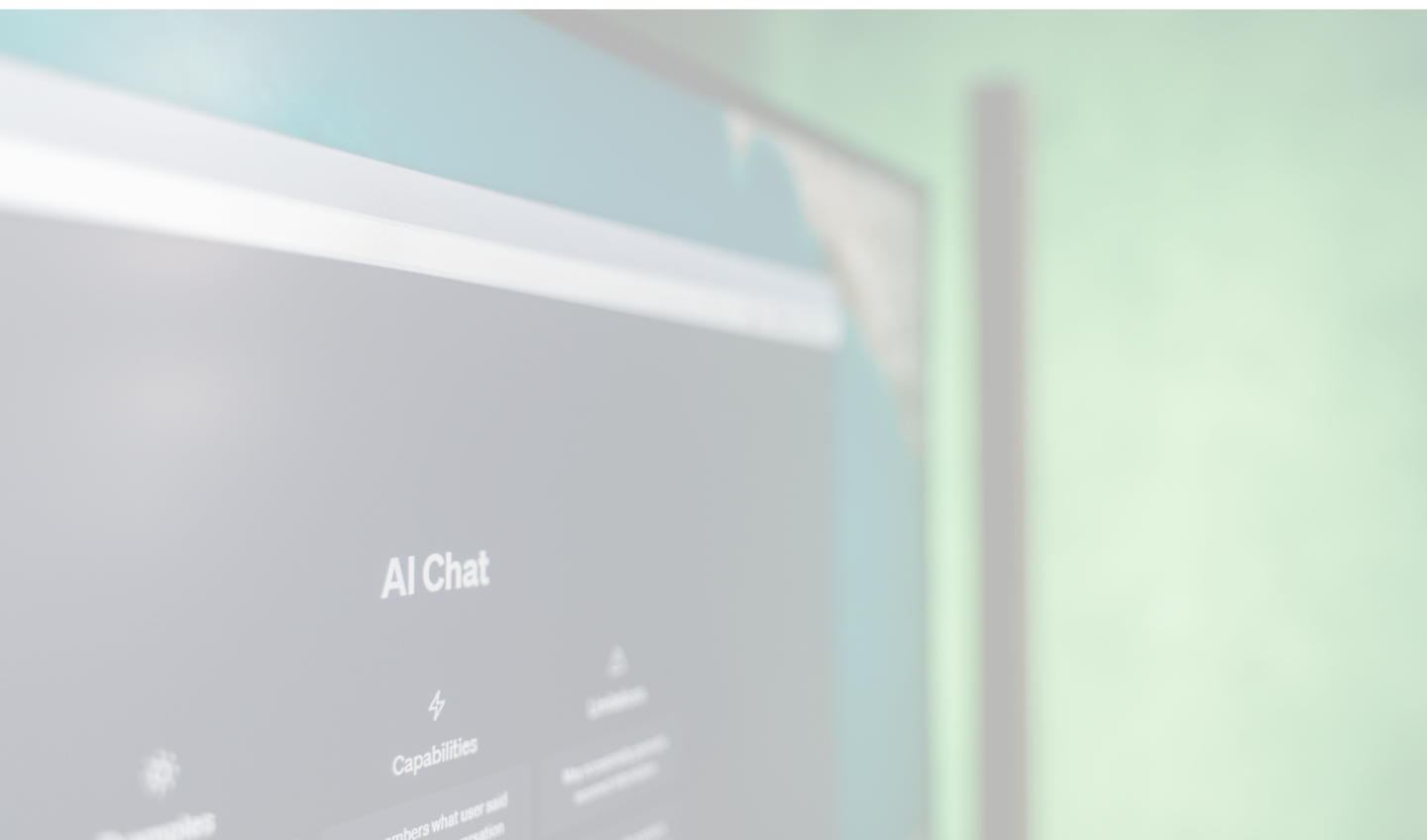
Trend 2

AI Agents Assisting Hotel Marketers

Unlike traditional chatbots, action-oriented AI agents like Anthropic's [Claude 3.5](#) and Google's [Project Jarvis](#) handle complex tasks, autonomously navigating digital interfaces to manage multi-step processes. Travelers can instruct these agents to check hotel availability, book flights, and reserve accommodations seamlessly, integrating booking, planning, and personalization into a unified experience.

Powered by advanced models like Claude and Google's [Gemini](#), these agents can interpret screens, execute clicks, input data, and complete transactions independently. Google's Project Jarvis, soon debuting in Chrome, will further automate tasks like date selection and reservation confirmations, offering a hands-free experience. While still evolving, these tools promise to streamline booking and planning, transforming processes for both travelers and hotel marketers.

As these AI agents evolve, they simplify complex systems, enhance operational efficiency, and empower hotel marketing teams with actionable insights, transforming hotel operations and driving personalized, data-driven strategies.



Simplifying Multi-System Complexity

Voice assistants like Alexa and Siri are advancing from handling simple, structured interactions to leveraging generative AI for more fluid, natural conversations. Once limited to specific commands and preset responses, these assistants will soon manage complex, dynamic requests using improved natural language processing (NLP) and natural language understanding (NLU).

In hotel operations, this technology could revolutionize guest interactions by providing real-time, context-aware responses that feel human-like. From managing room controls and answering inquiries to facilitating bookings and upselling personalized services, these advancements will enhance guest satisfaction, streamline staff workflows, and create new opportunities for revenue generation, making voice technology an essential tool for modern hospitality.

Enhancing Operational Efficiency and Agility

Chatbots, Voice assistants, Wearables, and AI Agents pose a unique challenge for hotels: they provide answers and simplify information gathering but often fail to lead potential guests to hotel websites for bookings. As a result, hotels must urgently enhance their marketing technology to not only attract visitors to their websites but also to convert the traffic that makes it to their websites.

Practical Benefits for Hotel Marketing Teams

Integrating AI agents transforms how hotel marketing teams interact with technology. By automating repetitive data management, marketers can focus on strategic initiatives that enhance guest engagement. AI agents maximize system capabilities, improving the efficiency and effectiveness of marketing campaigns while providing data-driven insights to guide decisions.

These action-oriented agents unify multi-system operations, enabling teams to deliver cohesive, personalized campaigns that resonate with guests. This approach boosts operational efficiency and allows marketers to adapt quickly to industry changes, making AI agents essential tools in modern hotel marketing.

Trend 3

AI Voice Agents as the New Omnipresent Receptionist



Unlike general AI agents, AI voice agents specialize in enhancing guest service through voice-based interactions. Acting as virtual “receptionists,” they offer personalized, 24/7 support across multiple channels and languages, delivering consistent, high-quality assistance. Trained with your company’s specific information, they reflect your brand’s unique identity and values, ensuring every interaction aligns with your hotel’s standards.

Redefining Guest Assistance

AI voice agents offer continuous, multi-platform support. Whether guests connect via phone, WhatsApp, text, or other messaging apps, these agents provide prompt, professional responses for a seamless experience. For instance, a guest can inquire about room options, confirm reservations, and receive booking reminders—all managed cohesively. With multilingual capabilities, they ensure smooth communication with international guests, creating an inclusive and accessible service environment.

Beyond Simple Responses: A Conversational, Empathetic Experience

AI voice agents go beyond basic Q&A, engaging in context-aware conversations that mimic human interaction. With detailed knowledge of a hotel's amenities, promotions, and policies, they handle complex inquiries with precision. For example, they can provide clear details about promotional packages, ensuring guests are fully informed. This real-time responsiveness elevates the guest experience, meeting the standards of luxury hospitality.

A Strategic, Empathetic Sales Partner

AI voice agents handle service inquiries and act as strategic sales partners, offering personalized upsell suggestions that enhance guest experiences and boost revenue. For example, they might recommend a treatment package or room upgrade during a spa inquiry. With emotional detection capabilities, some agents adapt their tone based on vocal cues, providing reassurance and building trust, positioning them as compassionate assistants rather than automated tools.

Consistency, Multilingual Support, Operational Insights

AI voice agents deliver consistent, 24/7 service, ensuring courteous and accurate interactions every time. Their multilingual capabilities enhance the experience for international travelers, enabling seamless communication in their preferred language. Additionally, these agents track interactions through a centralized dashboard, uncovering FAQs, popular services, and areas for improvement. This valuable data helps hotels refine offerings, optimize promotions, and address guest needs, turning every interaction into actionable business intelligence.

Enhancing Service Without Replacing the Human Touch

AI voice agents, such as [KITT](#), are the perfect solution for busy reception areas, after operating hours or situations where language barriers arise. By managing routine inquiries and providing accurate, up-to-date information, they allow hotel teams to focus on personalized service. With 24/7 availability to handle booking inquiries and reservations, these agents ensure a seamless guest experience while enhancing operational efficiency and improving overall satisfaction.

Trend 4

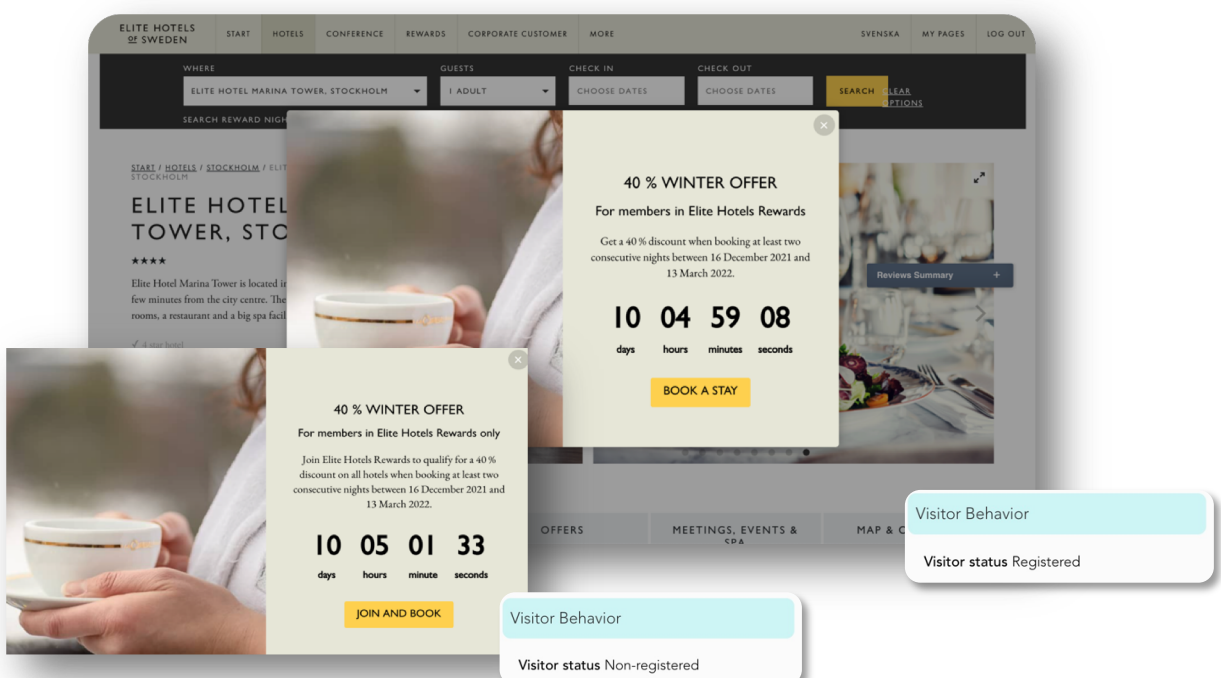
AI-Driven Ultrapersonalization Elevates Hotel Marketing Precision

Dynamic Personalization Across Websites & Booking Engines

AI tailors website and booking engine experiences in real time, even without extensive first-party data. By leveraging machine learning algorithms, solutions such as [Predictive Personalization](#), adjust content to match visitor intent. For example, hoteliers can target users with high flexibility in stay dates by offering diverse options, such as flexible date campaigns, discounted rates during low-occupancy periods, or reduced prices on refundable rates. This intent-based personalization creates seamless, engaging interactions from the start.

Beyond Static Content to Individually Crafted Experiences

Unlike traditional marketing that relies on A/B testing to find a “winning” version for broad audiences, AI-driven ultrapersonalization generates content tailored to each individual. By analyzing guest data such as booking habits and site behavior, AI customizes every aspect of the experience—from images and videos to calls-to-action—without requiring extensive testing. For example, hoteliers can engage visitors with personalized flash sales tailored to their membership status. Additional best practices include recognizing recent bookers by encouraging them to reserve a table at the hotel restaurant or targeting returning users with a thank-you message, special offers, and flexible booking conditions to motivate them to complete their reservation immediately.



Leveraging First-Party Data for Precision and Relevance

AI-driven ultrapersonalization uses first-party data from guest interactions, booking histories, and preferences to create tailored, privacy-conscious messaging. This allows hotels to deliver offers aligned with guest profiles, such as streamlined check-in options for business travelers or conference room access. By transparently utilizing this data, hotels enhance engagement and highlight services most relevant to each guest's needs.

Seamless, Multi-Channel Personalization

AI-driven ultrapersonalization delivers a seamless, unified experience across all channels, from websites to mobile apps and emails. For instance, a guest exploring family-friendly options online might later receive an email promoting room upgrades or discounted attraction tickets. This consistent omnichannel approach ensures aligned, relevant messaging at every touchpoint, strengthening the connection between guest preferences and the hotel's offerings.

Balancing Advanced Personalization

Effective AI-driven ultrapersonalization requires a balanced approach that respects guest privacy. Transparent communication regarding data usage helps build trust, especially when guests perceive clear value from sharing their preferences. Hotels can demonstrate this value by delivering contextually relevant, memorable experiences that feel natural and intuitive rather than invasive.

The Impact of AI-Driven Ultrapersonalization: Fostering Loyalty & Revenue Growth

AI-driven ultrapersonalization transforms guest engagement from transactional to relational, fostering loyalty through content tailored to individual interests. By aligning offers, messaging, and timing with each guest's needs, hotels enhance the guest experience while driving engagement and revenue. This approach achieves the "marketing nirvana" of delivering the right message at the right time in the right format, setting a new standard for success in next-generation hotel marketing.

Trend 5

AI-Driven Itinerary Planning & Review Summaries Redefine Hotel Guest Experiences



AI-driven personalization is transforming hotel guest services, positioning hotels as holistic travel advisors rather than mere accommodation providers. By leveraging advanced AI tools to analyze guest reviews, preferences, and past stays, hotels can deliver seamless, hyper-personalized experiences. This approach aligns hotels with the all-in-one service model of major travel platforms, enhancing guest satisfaction and building brand loyalty.

AI-Generated Review Summaries for Quick Decision-Making

AI-generated review summaries streamline the booking process by condensing guest feedback into clear, relevant insights. Focusing on key factors like cleanliness, amenities, and value, these summaries help guests quickly evaluate a property's strengths. For example, a business traveler might see highlights about reliable Wi-Fi and workspace options, while families find details on kid-friendly amenities. This targeted approach empowers guests to make informed booking decisions directly on the hotel's platform, reducing reliance on third-party review sites.

Personalized Itineraries for a Tailored Travel Experience

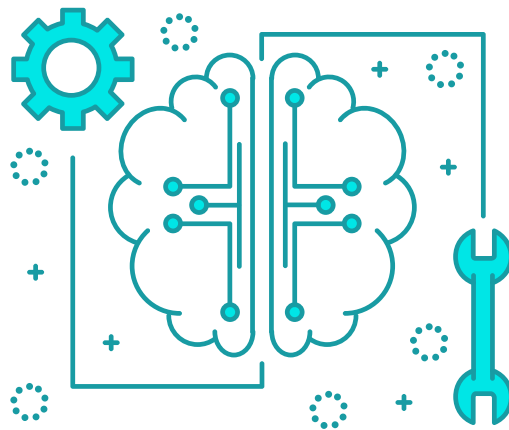
Hotels are adopting AI-powered itinerary generators to offer personalized travel plans based on guest preferences, loyalty profiles, and past stays. These tailored itineraries can include fitness activities like morning hikes, curated dining for food enthusiasts, or cultural tours for history lovers. Dynamic adjustments based on real-time feedback, such as incorporating local events of interest, further enhance the guest experience. By providing fully curated travel plans without reliance on external platforms, hotels create seamless, personalized journeys from start to finish.

Strategic Benefits for Hotels

In-house itinerary planning and AI-generated review summaries position hotels as integral travel partners, enhancing guest engagement and driving direct bookings. By embedding personalized services into the guest experience, hotels build brand loyalty and stand out in a market where travelers value customization. Partnering with local businesses to provide exclusive experiences, like priority access to attractions or restaurant discounts, further strengthens community connections and offers a competitive edge over larger travel platforms.

Raising the Bar in Hospitality through AI-Driven Personalization

The integration of AI-driven itinerary planning and review summaries marks a major advancement for hotels in 2025, redefining personalized hospitality. By blending advanced AI capabilities with human service, hotels deliver convenient, deeply relevant travel experiences tailored to individual guest interests. This synergy of technology and personalization fosters lasting loyalty and positions hotels as essential travel partners in an increasingly competitive, experience-driven market.



Trend 6

Augmented Reality Enhances the Hotel Guest Experience

As the initial excitement around virtual reality and the metaverse fades, augmented reality (AR) is emerging as a key technology for enhancing hotel guest experiences. AR's capability to overlay digital information onto physical spaces transforms how guests interact with hotel services and spaces, accessible via smartphones and soon, AR-compatible devices. Unlike VR, which often feels disconnected from physical environments, AR adds layers of interactive, contextual information to real-world settings, enhancing every phase of the guest journey, from booking through in-stay experiences.

AR is still maturing, but with major tech companies set to release more AR-compatible devices soon, hotels have a unique window to experiment and define their AR applications. By embracing AR now, hotels can position themselves as leaders in digital-physical interaction, delivering innovative, seamless guest experiences that elevate satisfaction and streamline operations.



Unique Advantages of AR in Hospitality

AR elevates guest experiences by providing instant access to information, enabling autonomous navigation and engagement with hotel spaces. Transforming smartphones into personal concierge devices, AR delivers dynamic insights like interactive maps, dining menus, activity recommendations, and local attractions. For example, scanning an AR marker in the lobby provides a digital map to amenities, dining options, or rooms, while offering real-time updates on dining hours or events. This streamlined access minimizes routine inquiries, allowing staff to focus on personalized, high-touch services.

Hoteliers are already integrating AR technology into their operations in innovative ways. For instance, the Jumeirah Group in Dubai offers AR-powered virtual tours on their website, enabling guests to explore their luxurious properties virtually before booking. Similarly, The Hotel Bellora in Gothenburg, Sweden, uses AR to enhance navigation within the property. By scanning QR codes placed throughout the hotel, guests can access detailed information about amenities, dining options, and event schedules, creating a more seamless and engaging experience.

Strategic Benefits of AR Integration

AR goes beyond guest engagement by streamlining operations and driving new revenue opportunities. Automating routine inquiries reduces demand on front desk staff, enabling employees to focus on complex guest needs. For example, guests can use AR to find the fitness center, check hours, or browse equipment options without waiting in line, saving time for all.

AR also boosts revenue through real-time promotions, such as showcasing signature dishes on dining menus or suggesting premium room service options. Integration with property management systems (PMS) ensures real-time updates on services, room availability, and events, keeping guests informed and enhancing their experience.

Key Applications of AR in Hotels

Hotels are utilizing AR to enhance navigation and elevate the guest journey. In-room AR features help guests manage amenities like thermostats or smart TVs, while event attendees can access real-time schedules, room capacities, and session details—particularly useful for large properties or conference-focused venues.

Beyond the hotel, AR acts as a personalized guide, providing tailored recommendations based on guest preferences. For instance, scanning an AR marker might reveal local dining options or nearby cultural attractions. By integrating AR throughout the guest experience, hotels deliver both personalized and innovative service, meeting modern expectations for convenience and technology.

Looking Forward: The Future of AR in Hospitality

As AR technology advances, improvements in indoor positioning, real-time content customization, and wearable devices like AR glasses will make experiences more immersive and convenient. These developments will enable guests to interact with hotel offerings hands-free, creating a more intuitive and engaging experience.

By adopting AR in 2025, hotels can transform their properties into interactive environments that meet modern expectations for autonomy and seamless service. Investing in AR today enhances the guest experience while positioning hotels at the forefront of hospitality innovation, delivering interactive journeys that align with travelers' evolving digital expectations.



Trend 7

Expanding Hotel Roles to Enhance AI Efficiency & Guest Experience

In 2025, the hospitality industry is leveraging AI to streamline operations by shifting from hiring new staff to expanding the roles of existing team members. By automating repetitive tasks, AI frees up valuable time, enabling staff to focus on higher-value, guest-centric responsibilities. This approach enhances resource efficiency and allows hotels to elevate the guest experience without increasing headcount.

Unlocking Efficiency to Focus on High-Impact Tasks

AI automates tasks like data analysis, itinerary planning, predictive maintenance, and scheduling, freeing staff to focus on guest satisfaction. By turning preferences into actionable insights and optimizing schedules, AI reduces manual effort and operational strain. This allows employees to prioritize guest-centric initiatives, boosting satisfaction and loyalty.

Expanding Key Roles with Strategic AI Responsibilities

Leveraging AI's efficiencies allows hotels to redefine roles by incorporating data-driven decision-making and personalization into daily responsibilities. Expanded roles could include:

Commercial AI Integration Lead

Coordinates AI strategies across departments, ensuring tool consistency and alignment with business goals. Automation frees time for strategic planning, enhancing efficiency and guest experiences.

Guest Experience Data Specialist

Uses AI data to craft personalized itineraries and anticipate guest needs. By automating feedback analysis, the role focuses on tailoring experiences and partnering on exclusive offerings.

Revenue Strategy Specialist with AI Focus

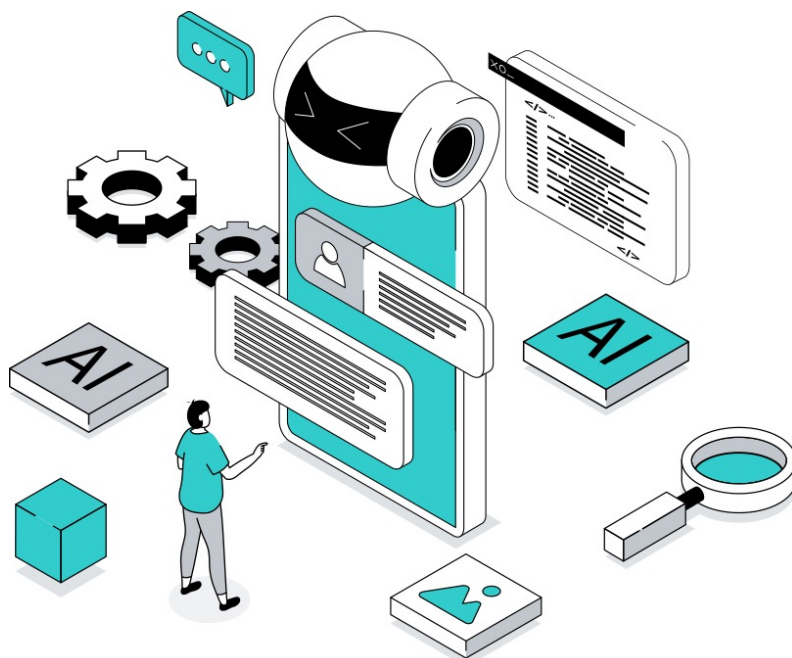
Leverages AI-driven insights to identify revenue opportunities, refine pricing, and maximize profits, shifting focus from operational tasks to strategic growth.

Enhanced Benefits Across Departments

Expanded roles boost individual efficiency and cultivate a culture of proactive, data-driven decision-making across the organization. Integrating AI tools enhances personalized guest experiences and streamlines workflows, reducing staffing stress during peak periods. Real-time data access eliminates extensive reporting, enabling faster, data-backed decisions that keep hotels competitive and agile.

Long-Term Vision for AI-Integrated Hospitality Roles

Expanding roles with AI integration boosts efficiency and agility, preparing hotels for a future where technology and human service work seamlessly together. As AI advances, these roles evolve, fostering a tech-savvy workforce that blends hospitality expertise with data-driven precision. This approach ensures staff can focus on high-touch service, enhancing guest satisfaction and competitiveness. By maximizing AI investments, hotels create an adaptable workforce that combines human expertise with AI capabilities, delivering exceptional guest experiences aligned with modern expectations.



Trend 8

AI Literacy: The Essential Foundation for Hotel Marketing

As AI reshapes the hospitality industry, AI literacy has become essential for hotel marketing teams to stay competitive. By 2025, it will encompass not just understanding the technology but also equipping staff with practical skills to leverage AI effectively, recognize its limitations, and address ethical concerns. For hotels transitioning from pilot projects to full-scale AI applications, AI literacy bridges the gap between technology adoption and guest-focused innovation, enabling teams to deploy AI strategically.

Enhancing Productivity Through AI-Driven Skills and Tools

AI literacy empowers marketing teams to maximize productivity by fully utilizing widely available but often underused tools. Beyond understanding AI basics, hotel marketers must integrate AI into daily workflows, such as leveraging AI-enhanced features in Office 365 or Google Workspace for word processing, spreadsheets, and presentations. This boosts efficiency and elevates the guest experience.

Beyond the Basics: Automatic & AI Agent

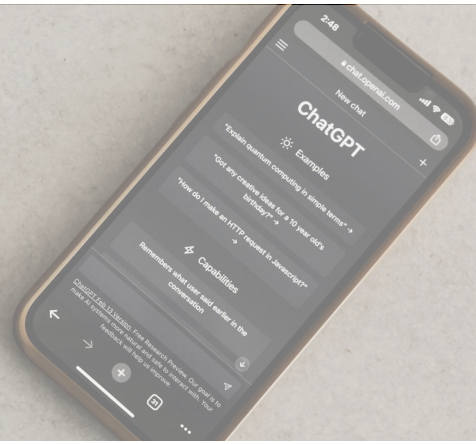
True AI literacy extends beyond tool mechanics, encompassing an understanding of automation, AI agents, and their impact on the organization, guests, and brand identity. By grasping how AI agents support routine tasks, hotel marketers can streamline operations and make data-driven decisions that align with the brand's goals.

Identifying Automation Opportunities in Daily Operations

AI literacy includes the skill to identify tasks suitable for automation within daily workflows. Training staff to recognize these opportunities fosters organic innovation, reduces resistance to change, and empowers employees to support the hotel's strategic goals. This approach enhances both guest satisfaction and operational efficiency.

Establishing a Culture of Continuous Learning

AI literacy is not a one-time training but an ongoing learning initiative that integrates AI skills into the hotel's culture. A continuous cycle of upskilling ensures employees stay current with evolving AI tools and applications, fostering a workplace where adaptation and improvement are integral. For hotel marketers in 2025, AI literacy builds a foundation of knowledge and skills to strategically leverage AI for guest-focused innovation. By promoting continuous learning and meaningful application of AI insights, hotels can remain relevant and thrive in an increasingly AI-driven industry.



Redefining AI Literacy for Hotel Marketing Teams

Modern AI literacy extends beyond tool familiarity to encompass a deep understanding of AI's functions, limitations, and the importance of human oversight. Hotel teams must address data privacy, ethics, and automation to streamline tasks without sacrificing service quality. For marketers, this includes crafting effective prompts, guiding AI-driven content creation, and leveraging data to enhance personalization strategies, ensuring AI aligns with guest expectations and business goals.

Transforming Hotel Marketing Through Strategic AI Use

Enhanced AI literacy helps marketing teams shift from manual workflows to agile, data-driven strategies. By leveraging AI for content creation, marketers can craft impactful, guest-focused messaging while maintaining brand consistency. It also enables teams to evaluate AI-driven initiatives, using analytics to track engagement and refine strategies, optimizing effectiveness and enhancing guest experiences.

Building AI-Driven Expertise Across Hotel Teams

To fully harness AI's potential, hotels must prioritize AI literacy at all levels. Understanding how AI models learn and evolve equips staff to confidently manage and apply AI tools. Training should emphasize skills like crafting effective prompts and evaluating tools to align with marketing goals. Continuous learning and regular updates ensure teams stay at the forefront of innovation.

AI Literacy: A Strategic Imperative for Competitive Hotel Marketing

As AI becomes central to hotel marketing, AI literacy empowers teams to use these tools strategically, enhancing traditional skills with AI's analytics and automation. This investment enables hotels to deliver personalized guest experiences, streamline operations, and stay competitive in a rapidly evolving, tech-driven market.

Wrapping it up

Hotels that succeed will be those that integrate AI strategically, combining efficiency and personalization with the human warmth that defines hospitality. AI should enhance, not replace, the personal touch that makes guest experiences memorable. Mastering this balance will distinguish the next generation of industry leaders.

As the pace of change accelerates, adopting AI-driven trends is essential for staying competitive. Hotels that embed AI thoughtfully across operations will thrive, while those that hesitate risk falling behind. The future will highlight a clear divide between AI-integrated hotels and traditional models. Success won't rely on having the most advanced technology but on using AI to strengthen personalized interactions, create memorable experiences, and prioritize guest well-being.

The future of hospitality lies in this fusion of technology and tradition, where AI elevates human-centric values to deliver innovative and meaningful guest experiences. This balance will define industry leaders and set a new standard for hospitality that is both cutting-edge and deeply personal.



About The Hotels Network

The Hotels Network is an inventive technology company working with over 20,000 hotels around the globe. Boasting an international team of specialists with deep expertise in hospitality, product design and consumer marketing, the company offers clients a full-stack growth platform to power their direct channel. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary, and a suite of personalization options, THN's Direct AI Suite is deeply integrated in their platform, from predictive analytics to generative AI. Predictive Personalization uses machine learning to predict user behavior and automatically tailor messaging and offers for each user. BenchDirect's benchmarking tool provides unmatched competitive data for the direct channel. Recent innovations include KITT, an AI-powered receptionist, and Loyalty Lite, a seamless guest login tool for personalized booking experiences.

[Contact us](#) today to find out more.

The leading growth platform for the direct channel

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture, most recently named the [Best Direct Booking Tool for 2025](#) for the third year in a row in the prestigious HotelTechAwards.



About Vivander Advisors

Vivander Advisors specializes in helping hotels adopt AI technology effectively. Their approach includes providing strategic and hands-on tactical guidance, expert consultations, and comprehensive education to support companies in navigating the complexities of AI integration. By partnering with Vivander Advisors, hotels can transform the challenge of adopting AI into a valuable opportunity for success.

[Contact Vivander Advisors](#) today.

About Michael J. Goldrich

Founder & Chief Advisor

Michael J. Goldrich, founder and chief advisor of Vivander Advisors, excels in digital and AI strategies, driving transformative growth. His expertise in generative AI establishes him as a prominent figure in this fast-growing field. He developed a five-step process to guide companies in AI transformation. Goldrich further extends his influence by serving as Chief Experience Officer at The Hotels Network, an organization driven by AI and data. His expertise in “predictive personalization” has established him as a sought-after consultant and a pivotal figure in shaping the future of customer engagement within the hospitality sector.

Discover a unique exploration of Generative AI and its transformative impact on the business world in Michael’s latest book, [Too Many Hats, Too Little Time](#).