

Marketing Places Attracting Investment Industry And Tourism To Cities States And Nations

In today's highly competitive market, many destinations - from individual resorts to countries - are adopting branding techniques similar to those used by 'Coca Cola', 'Nike' and 'Sony' in an effort to differentiate their identities and to emphasize the uniqueness of their product. By focusing on a range of global case studies, Destination Branding demonstrates that the adoption of a highly targeted, consumer research-based, multi-agency 'mood branding' initiative leads to success every time. NOTE: NO FURTHER DISCOUNT FOR THIS PRINT PRODUCT -- OVERSTOCK SALE -- Significantly reduced list price This Surgeon General s Report details the causes and the consequences of tobacco use among youth and young adults by focusing on the social, environmental, advertising, and marketing influences that encourage youth and young adults to initiate and sustain tobacco use. This is the first time tobacco data on young adults as a discrete population have been explored in detail. The report also highlights successful strategies to prevent young people from using tobacco. This three volume set includes the following items: A booklet containing highlights from the 2012 Surgeon General s report on tobacco use among youth and teens ages 12 through 17 and young adults ages 18 through 26. This booklet provides an overview of tobacco use within this targeted age group. The second booklet is an Executive Summary with two messages. One message from for Kathleen Sebelius, Secretary of Health and Human Services and a second message from Howard Koh, Assistant Secretary of Health and contains a brief introduction to the set and summary and conclusions for each chapter contained in the final volume. The final volume contains over 800 pages of documentation, interwoven with text and data addressing the adverse health consequences of tobacco use by children and young adults. It includes research on a variety of topics, including nicotine addiction, trends in cigarette smoking among young adults, trends in smokeless tobacco use and cigar smoking over time, genetic factors in tobacco use among youth, and mass media influence on smoking to this age group to name a few. This third volume is rich with table data research findings to support the Surgeon General s concerns with America s use and tobacco. If you would like to find similiar products, please check out our Alcoholism, Smoking, and Substance Abuse resources collection at this link: https: //bookstore.gpo.gov/catalog/health-benefits/alcoholism-smoking-substance-abuse " Now beyond its eleventh printing and translated into twelve languages, Michael Porter’s The Competitive Advantage of Nations has changed completely our conception of how prosperity is created and sustained in the modern global economy. Porter’s groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America. Based on research in ten leading trading nations, The Competitive Advantage of Nations offers the first theory of competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad macroeconomic accounts of competitiveness are insufficient. The book introduces Porter’s “diamond,” a whole new way to understand the competitive position of a nation (or other locations) in global competition that is now an integral part of international business thinking. Porter's concept of “clusters,” or groups of interconnected firms, suppliers, related industries, and institutions that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy. Even before publication of the book, Porter’s theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as the Netherlands, Portugal, Taiwan, Costa Rica, and India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the new wealth of nations has become the standard by which all future work must be measured. Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshares highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace.The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

Geography and Tourism Marketing

The Routledge Companion to Critical Marketing

Principles of Marketing

Media Strategies for Marketing Places in Crisis

Strategic Marketing in the Global Forest Industries

Marketing Places

The 30th edition of the World Investment Report looks at the prospects for foreign direct investment and international production during and beyond the global crisis triggered by the COVID-19 (coronavirus) pandemic. The Report not only projects the immediate impact of the crisis on investment flows, but also assesses how it could affect a long-term structural transformation of international production. The theme chapter of the Report reviews the evolution of international production networks over the past three decades and examines the configuration of these networks today. It then projects likely course changes for the next decade due to the combined effects of the pandemic and pre-existing megatrends, including the new industrial revolution, the sustainability imperative and the retreat of laissez faire policies. The system of international production underpins the economic growth and development prospects of most countries around the world. Governments worldwide will need to adapt their investment and development strategies to a changing international production landscape. At the request of the UN General Assembly, the Report has added a dedicated section on investment in the Sustainable Development Goals, to review global progress and propose possible courses of action.

This book integrates new thinking on the image, marketing, and branding of places at all levels, from town squares to cities and countries, and of the products and peoples associated with them, thereby bridging the ‘ country ’ and ‘ place ’ silos in place-related research and practice. Insightful contributions from top scholars reflect fresh theorizing and provide a critical appraisal of conventional wisdom by juxtaposing intriguing contexts, questioning commonplace practices, and challenging methodologies and theoretical assumptions.

This special issue of Review of Marketing Research is unique in that it contains chapters by marketing legends in their own words. Bagozzi, Hunt, Kotler, Kumar, Malhotra, Monroe, Sheth, Wind and Zaltman summarize not only their research but also the salient aspects of their academic life journeys.

This textbook shows how cities, regions and countries adopt branding strategies similar to those of leading household brand names in an effort to differentiate themselves and emotionally connect with potential tourists. It asks whether tourist destinations get the reputations they deserve and uses topical case studies to discuss brand concepts and challenges. It tackles how place perceptions are formed, how cities, regions and countries can enhance their reputations as creative, competitive destinations, and the link between competitive identity and strategic tourism policy making.

World Investment Report 2020

Attracting Investment, Industry, and Tourism to Cities, States and Nations

Kotler On Marketing

Towards Effective Place Brand Management

A Report of the Surgeon General

Global Place Branding Campaigns across Cities, Regions, and Nations

*Marketing Places*Simon and Schuster

The Routledge Companion to Critical Marketing brings together the latest research in Critiical Marketing Studies in one authoritative and convenient volume. The world's leading scholars and rising stars collaborate here to provide a survey of this lively subdiscipline. In doing so they demonstrate how a critical approach yields an enriched understanding of marketing theory and practice, its role in society, and its relationship with consumers themselves. It is the first attempt to capture the state of Critiical Marketing research in many years. As such, this seminal work is unmissable for scholars and students of marketing and consumer research as well as those exploring sociology, media studies, anthropology and consumption scholarship more generally.

This cutting-edge Research Agenda for Place Branding explores ideas and debates that inform a refreshing take on the future of place branding and marketing. It argues that we are at a juncture where the logical and sensible step is to push the 'reset button' on such activity and fully reconsider its purpose and goals.

Gunjan Saxena seeks to encourage a fuller understanding of rural tourism marketing by uncovering the lived experiences and enterprise of different actor groups as they respond to the impact of tourism on their communities and cultural identities. In so doing, the author makes a key contribution to the wider marketing discourse that circulates around place marketing and rural destinations.

Destination Brands

Marketing Rural Tourism

Promotion as a Tool for Attracting Foreign Investment

Marketing Places Europe

A Marketing Approach to Finding Funds for Your Business

How to Attract Investments, Industries, Residents and Visitors to Cities, Communities, Regions and Nations in Europe

We all understand the basic principles underpinning marketing activity: to identify unfulfilled needs and desires and boost demand for the solutions a product is offering. The mantra is always "sell more". De-marketing tries for the very opposite. Why would a company actively try to decrease demand? There are many good reasons to do so: a firm cannot supply large enough quantities, or wants to limit supply to a region of narrow profit margin. Or, crucially, to discourage undesirable customers: those that could be bad for brand reputation, or in the case of the finance sector, high risk. De-marketing can yield effective solutions to these issues, effectively curtailing demand yet (crucially) not destroying it. Nevertheless, the fundamental negativity of de-marketing strategies often causes organisations to hide them from view and, as a result, they are rarely studied. This then is the first book to cast light on the secretive, counterintuitive world of de-marketing, deconstructing its mysteries and demonstrating how to incorporate them into a profit-driven marketing plan. A selection of thought leaders in strategic marketing mix theory with illustrative global cases, providing insight into how these strategies have been employed in practice and measuring their successes and failures. It's a must-read for any student or researcher that wants to think differently about marketing.

At the beginning of the 21st century, headlines report how cities are going bankrupt, states are running large deficits and nations are stuck in high debt and stagnation. This text argues that thousands of places are in crisis and can no longer rely on national policies for protection. The authors show how places in Asia can become attractive products by effectively communicating their special qualities and attracting investment.

Nobel-Price-winning economist Paul Krugman argues that business leaders need to understand the differences between economic policy on the national and international scale and business strategy on the organizational scale. Economists deal with the closed system of a national economy, whereas executives live in the open-system world of business. Moreover, economists know that an economy must be run on the basis of general principles, but businesspeople are forever in search of the particular brilliant strategy. Krugman's article serves to elucidate the world of economics for businesspeople who are so close to it and yet are continually frustrated by what they see. Since 1922, Harvard Business Review has been a leading source of breakthrough management ideas-many of which still speak to and influence us today. The Harvard Business Review Classics series now offers readers the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world-and will have a direct impact on you today and for years to come.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Attracting Investors

Identity and Image

Trading and Electronic Markets: What Investment Professionals Need to Know

A Research Agenda for Place Branding

Theoretical and Empirical Insights

The Future of U.S. Public Diplomacy

Marketing guru Philip Kotler shows entrepreneurs how to market their companies to investors How can businesses do a better job of attracting capital? The answer: "Marketing!" Marketing expert Philip Kotler teams up with a renowned marketing consultant and an INSEAD professor for this practical, marketing-based approach to raising capital from investors. Based on the premise that entrepreneurs and business owners often don't understand what investors want and how they make their decisions, Attracting Investors offers a larger view of the factors involved, and guides both startup and veteran firms in effectively raising capital. Philip Kotler (Glencoe, IL) is the S.C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management, and the author of 35 books. Hermawan Katajaya (Jakarta, Indonesia) runs MarkPlus, the largest marketing consulting firm in Indonesia, and is coauthor with Kotler of several books, including Repositioning Asia and Rethinking Marketing. S. David Young (Fontainebleu, France) is a Professor of Accounting and Control at INSEAD in Fontainebleu, France.

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Growing competition between countries and cities over attracting infrastructure, investment, tourists, capital and national and international status mean that today, a negative image is more harmful than ever. Whatever the cause of the negative image, places perceived as dangerous, frightening, or boring are at a distinct disadvantage. Many decision makers and marketers stand by helplessly, frustrated by their knowledge that in most cases, their city's negative image is not based on well-grounded facts. Given that stereotypes are not easily changed or dismissed, the challenge facing these decision makers is great. Analyses of many case studies show interesting examples of places that tried to change a negative image into a positive one, in order to bringing back tourists, investors and residents. Although a great deal of knowledge about crisis communications has accumulated in recent years, very little has been written about strategies to improve places' negative images. The aim of "Media Strategies for Marketing Places in Crisis" is to discuss the various dimensions of an image crisis and different strategies to overcome it, both in practice and theory. "Media Strategies for Marketing Places in Crisis" is based on the careful analysis of dozens of case studies, advertisements, public relations campaigns, press releases, academic articles, news articles, and the websites of cities, countries and tourist destinations.

Drawing the attention of tourists to different destinations around the world assists in the overall economic health of the targeted region by increasing revenue and attracting investment opportunities, as well as increasing cultural awareness of the area's population. Strategic Branding Methodologies and Theory for Tourist Attraction investigates international perspectives and promotional strategies in the topic area of place branding. Highlighting theoretical concepts and marketing techniques being utilized in the endorsement of various destinations, regions, and cities around the world, this publication is a pivotal reference source for researchers, practitioners, policy makers, students, and professionals.

Regulation and Best Practices in Public and Nonprofit Marketing

The Branding of Tourist Destinations

Preventing Tobacco Use Among Youth and Young Adults

Competitive Advantage

Marketing Asian Places

Uniting Theory and Practice

Examines how ICTs contribute to the development of city marketing strategies to enhance local socio-economic development. Covers topics such as city branding, export promotion, and industry marketing.

Since 1969, Philip Kotler's marketing text books have been read as the marketing gospel, as he has provided incisive and valuable advice on how to create, win and dominate markets. In KOTLER ON MARKETING, he has combined the expertise of his bestselling textbooks and world renowned seminars into this practical all-in-one book, covering everything there is to know about marketing. In a clear, straightforward style, Kotler covers every area of marketing from assessing what customers want and need in order to build brand equity, to creating loyal long-term customers. For business executives everywhere, KOTLER ON MARKETING will become the outstanding work in the field. The secret of Kotler's success is in the readability, clarity, logic and precision of his prose, which derives from his vigorous scientific training in economics, mathematics

and the behavioural sciences. Each point and chapter is plotted sequentially to build, block by block, on the strategic foundation and tactical superstructure of the book.

This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

The marketing of tourist destinations requires continuous strategic planning and decision making. This book provides researchers and practitioners with an in-depth understanding of different tourism products, marketing strategies and destination branding tactics, as well as useful insights into sustainable and responsible tourism practices.

Marketing Countries, Places, and Place-associated Brands

Risks and Resilience

International Production Beyond the Pandemic

Branding European Cities and Regions

Creating and Sustaining Superior Performance

Information Communication Technologies and City Marketing: Digital Opportunities for Cities Around the World

The Foreign Investment Advisory Service, a joint facility of the International Finance Corporation (IFC) and the World Bank, was established to help governments of developing member countries to review and adjust the policies, institutions, and programmes that affect foreign direct investment (FDI). The ultimate purpose of FIAS is to assist member governments to attract beneficial foreign private capital, technology, and managerial expertise.

Today's headlines report cities going bankrupt, states running large deficits, and nations stuck in high debt and stagnation. Philip Kotler, Donald Haider, and Irving Rein argue that thousands of "places" -- cities, states, and nations -- are in crisis, and can no longer rely on national industrial policies, such as federal matching funds, as a promise of jobs and protection. When trouble strikes, places resort to various palliatives such as chasing grants from state or federal sources, bidding for smokestack industries, or building convention centers and exotic attractions. The authors show instead that places must, like any market-driven business, become attractive "products" by improving their industrial base and communicating their special qualities more effectively to their target markets. From studies of cities and nations throughout the world, Kotler, Haider, and Rein offer a systematic analysis of why so many places have fallen on hard times, and make recommendations on what can be done to revitalize a place's economy. They show how "place wars" -- battles for Japanese factories, government projects, Olympic Games, baseball team franchises, convention business, and other economic prizes -- are often misguided and end in wasted money and effort. The hidden key to vigorous economic development, the authors argue, is strategic marketing of places by rebuilding infrastructure, creating a skilled labor force, stimulating local business entrepreneurship and expansion, developing strong public/private partnerships, identifying and attracting "place compatible" companies and industries, creating distinctive local attractions, building a service-friendly culture, and promoting these advantages effectively. Strategic marketing of places requires a deep understanding of how "place buyers" -- tourists, new residents, factories, corporate headquarters, investors -- make their place decisions. With this understanding, "place sellers" -- economic development agencies, tourist promotion agencies, mayor's offices -- can take the necessary steps to compete aggressively for place buyers. This straightforward guide for effectively marketing places will be the framework for economic development in the 1990s and beyond.

Many facets of place branding, such as identities, image, promotion or sense of place, have been around for a long time. However, the need to analyse their nature in the context of branding and to examine their relationships in detail has grown rapidly in the last decade or so, as places all over the world have put branding activities higher than ever in their agenda. This important new book examines and clarifies key aspects of the recently popularised concept of place branding, expounding many controversies, confusions and discords in the field. The expert contributors clarify several unresolved issues surrounding the application of place branding, in particular its multiple goals.

They provide a detailed analysis of the role of local communities in place branding strategies, and illustrate not only how, but also why brand management should be implemented. Case studies from a range of jurisdictions and cultural and political viewpoints are drawn upon, each illustrating an array of issues or techniques in specific economic, cultural and geographical contexts. This book provides a theoretically informed but practically oriented overview and discussion of the increasingly popular field of place branding as an instrument of place management. As such, it will strongly appeal to both academics and practitioners in the fields of place marketing, place branding, local development, tourism planning and development, tourism marketing, cultural geography, urban and regional planning. Consultants in local authorities, national and regional tourism boards will also find this to be a fascinating read.

The true meaning of investment discipline is to trade only when you rationally expect that you will achieve your desired objective. Accordingly, managers must thoroughly understand why they trade. Because trading is a zero-sum game, good investment discipline also requires that managers understand why their counterparties trade. This book surveys the many reasons why people trade and identifies the implications of the zero-sum game for investment discipline. It also identifies the origins of liquidity and thus of transaction costs, as well as when active investment strategies are profitable. The book then explains how managers must measure and control transaction costs to perform well. Electronic trading systems and electronic trading strategies now dominate trading in exchange markets throughout the world. The book identifies why speed is of such great importance to electronic traders, how they obtain it, and the trading strategies they use to exploit it. Finally, the book analyzes many issues associated with electronic trading that currently concern practitioners and regulators.

The Fourth Industrial Revolution

The Emerald Handbook of ICT in Tourism and Hospitality

A Country Is Not a Company

Review of Marketing Research

Strategic Place Branding Methodologies and Theory for Tourist Attraction

Demarketing

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

Tourism is an extremely challenging business. Some strategies work phenomenally well sometimes and fail at others. You may be aware of the increased fragmentation of the consumer market and of the important role geography plays in tourist response but have difficulty finding a pattern to this without doing a lot of research. Geography and Tourism Marketing will provide you with diverse studies through which you will gain a better understanding of what excites and entices all types of consumers along with new strategies in your field to keep you up-to-date in the unpredictable business of tourism. Geography and Tourism Marketing is a compilation of greatly varied and valuable case studies and articles. In it you'll explore thought-provoking topics such as these: the World Wide Web as one of the most significant technological developments in travel and tourism marketing the advantages of understanding the impact that a tourist's country of origin has on small island destinations pinpointing problems in a specific business venture so you can avoid similar mistakes providing interactive maps to potential consumers through Geographic Information Systems determining the effectiveness of brochures reformulating and promoting a consistent image of a destination in order to better serve consumers the fast-growing market of nature travelers and how they can be targeted more effectively In this book, you will get current information on the link between geography and tourism marketing, which is an important aspect in conquering market segmentation and improving tourism marketing approaches. You will see the necessity of acknowledging this connection and be prepared to respond to it when you read Geography and Tourism Marketing. Aimed at tourism agencies, students of tourism and local government agencies, this book explains how to adopt a strategic marketing plan that will enable places to adapt and conquer the ever-evolving world marketplace.

This book aims to unite theory and practice in the field of destination marketing. It attempts to reconcile the gap between the academic literature on urban destination marketing and the manner in which it is actually undertaken by destination marketing organisations (DMOs). While analysing and critically assessing the current destination marketing paradigm, the author outlines the basis for a paradigm change. The new theory accommodates the anomalies and counter-instances associated with the existing paradigm and addresses the question of what in the future might best underpin urban DMO marketing operations. The book contains 21 in-depth interviews with senior DMO executives to allow practitioners to describe in their own words how they conduct their destination marketing activities.

An Uncertain Fate

Experience and Enterprise

Marketing a Country

Planning Asian Cities

Emerging Applications and Theoretical Development

Grounded in public relations theory and steeped in common sense, this book advances the global debate on public diplomacy's future in rejecting a power-based, political approach to public diplomacy and proposing a relational framework designed to improve relationships among nations and peoples.

Place branding has made it possible for international destinations to be able to compete within the global economy. Through the promotion of different cities, natural beauty, and local culture or heritage, many regions have been able to increase their revenue and international appeal by attracting tourists and investments. Global Place Branding Campaigns across Cities, Regions, and Nations provides international insights into marketing strategies and techniques being employed to promote global tourism, competitiveness, and exploration. Featuring case studies and emergent research on place branding, as well as issues and challenges faced by destinations around the world, this book is ideally suited for professionals, researchers, policy makers, practitioners, and students.

The Emerald Handbook of ICT in Tourism and Hospitality incorporates key research findings, in-depth case studies and discussion of the future implications stemming from technologies changes and developments across a number of core themes.

In Planning Asian Cities: Risks and Resilience, Stephen Hamnett and Dean Forbes have brought together some of the region's most distinguished urbanists to explore the planning history and recent development of Pacific Asia's major cities. They show how globalization, and the competition to achieve global city status, has had a profound effect on all these cities. Tokyo is an archetypal world city. Singapore, Hong Kong and Seoul have acquired world city characteristics. Taipei and Kuala Lumpur have been at the centre of expanding economies in which nationalism and global aspirations have been intertwined and expressed in the built environment. Beijing, Hong Kong and Shanghai have played key, sometimes competing, roles in China's rapid economic growth. Bangkok's amenity economy is currently threatened by political instability, while Jakarta and Manila are the core city-regions of less developed countries with sluggish economies and significant unrealized potential. But how resilient are these cities to the risks that they face? How can they manage continuing pressures for development and growth while reducing their vulnerability to a range of potential crises? How well prepared are they for climate change? How can they build social capital, so important to a city's recovery from shocks and disasters? What forms of governance and planning are appropriate for the vast mega-regions that are emerging? And, given the tradition of top-down, centralized, state-directed planning which drove the economic growth of many of these cities in the last century, what prospects are there of them becoming more inclusive and sensitive to the diverse needs of their populations and to the importance of culture, heritage and local places in creating liveable cities?

Digital and Social Media Marketing

Destination Branding

Special Issue - Marketing Legends

Digital Opportunities for Cities Around the World

Urban Destination Marketing in Contemporary Europe

Big Data, Analytics, and the Future of Marketing & Sales