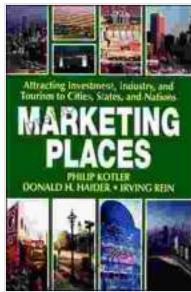


Marketing Places: The Definitive Guide to Creating and Maintaining Successful Places

Marketing Places is the definitive guide to creating and maintaining successful places. This book provides a comprehensive framework for understanding the principles and practices of place marketing, and it offers practical advice on how to implement effective place marketing campaigns.



Marketing Places by Philip Kotler

★★★★☆ 4 out of 5

Language	: English
File size	: 638 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 402 pages



The book is divided into three parts. Part One provides an overview of place marketing, including its history, evolution, and key concepts. Part Two examines the different elements of place marketing, such as branding, promotion, and customer service. Part Three provides guidance on how to develop and implement effective place marketing campaigns.

Marketing Places is essential reading for anyone involved in place marketing, including mayors, city managers, economic development professionals, tourism marketers, and destination marketers.

Key Features of Marketing Places

- Provides a comprehensive framework for understanding the principles and practices of place marketing
- Offers practical advice on how to implement effective place marketing campaigns
- Includes case studies of successful place marketing campaigns
- Written by a leading expert in place marketing

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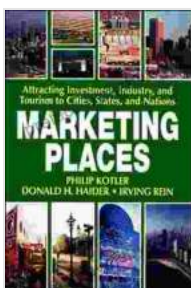
About the Author

Philip Kotler is a world-renowned marketing expert and the author of over 60 books on marketing. He is a professor of marketing at the Kellogg School of Management at Northwestern University. Kotler is the founder of the American Marketing Association and the World Marketing Association.

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