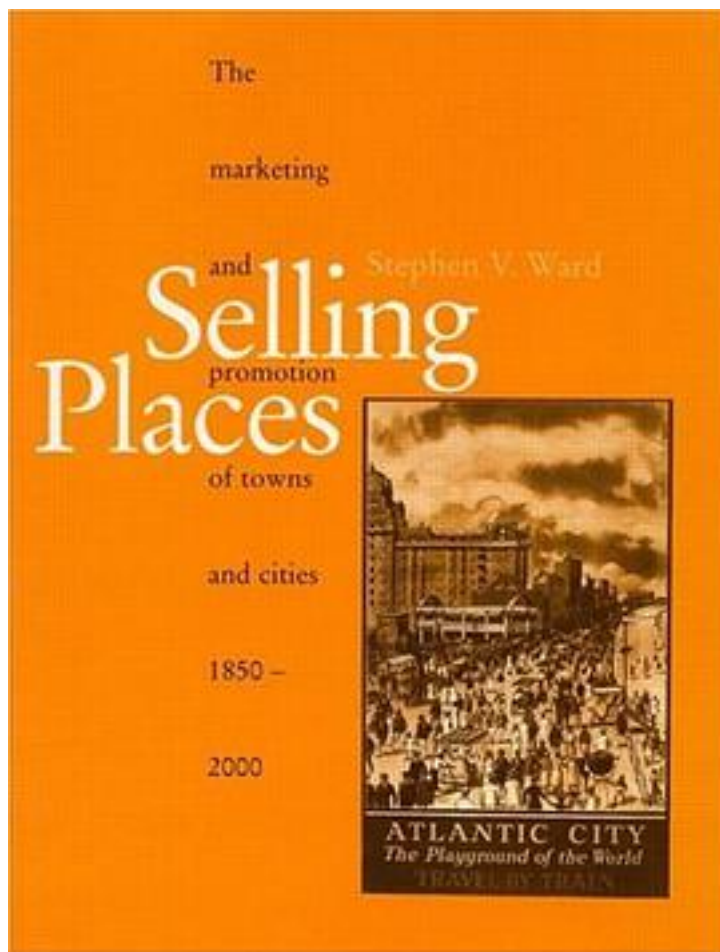# Selling Places

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著者:Ward, Stephen V.

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This highly illustrated book describes the way places have been 'sold' or promoted to make themselves attractive locations as holiday resorts, residential areas or business centres. It examines the history of what is today universally practised by nearly all

towns, cities and regions e.g. industrial towns competing for Japanese car plants, historic towns competing as tourist attractions, major cities competing for international investment by selling themselves as cultural capitals or to stage major events. The author looks at many examples from throughout the world of different ways in which selling places can work, the agencies involved and their varying motivations and effectiveness.

作者介绍:

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