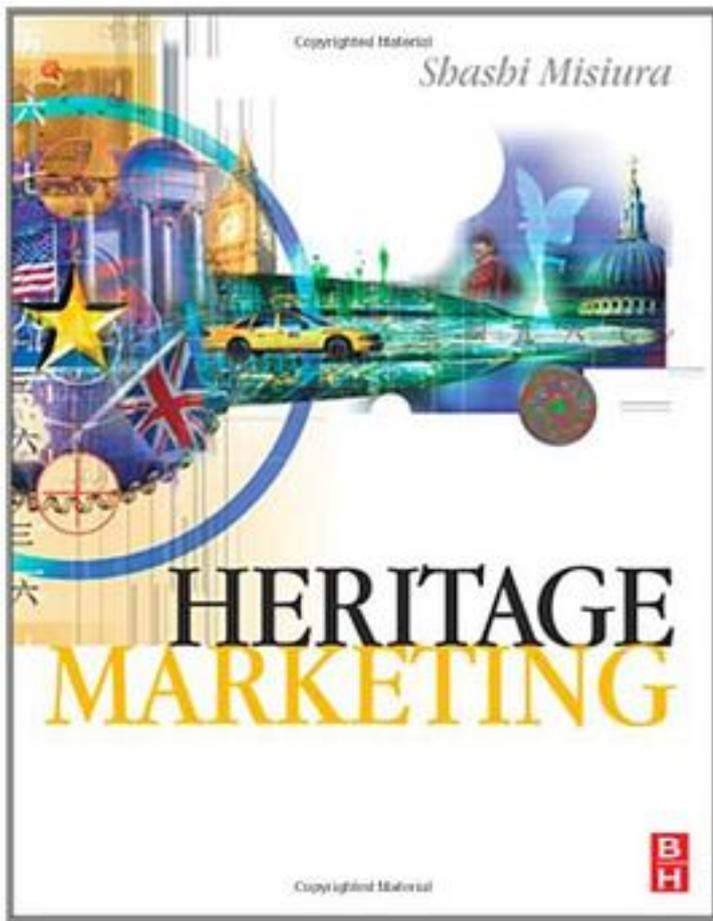


Heritage Marketing



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著者:Misiura, Shashi

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"Heritage Marketing" is a new and clearly written textbook that systematically addresses the principles of marketing as applied to the heritage sector. The 'heritage industry' and its growing importance internationally is defined, as is how it links with

the study of modern tourism. The book, then, goes on to look in detail at the marketing issues that arise from the particular management, educational and cultural aspects of heritage. The book is: a clear introduction for students and professionals; packed with examples and cases from around the world; the most up to date and comprehensive text of its kind. As heritage tourism continues to grow, so the management and marketing of heritage resources will grow more important to governments, councils and managers. This book is the ideal way for all those new to the area to understand the fundamental principles and best practice in the sector. It is the first serious text on a new marketing niche. Text is underpinned by a rich range of international examples/cases, including full lecturer support.

作者介绍:

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标签

遗产

营销

评论

这里的一系列书标为读过，当然没有读完，只是权宜的标法；存在这里，以后继续探讨这个问题，可以回过头来，再找再读……

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书评

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