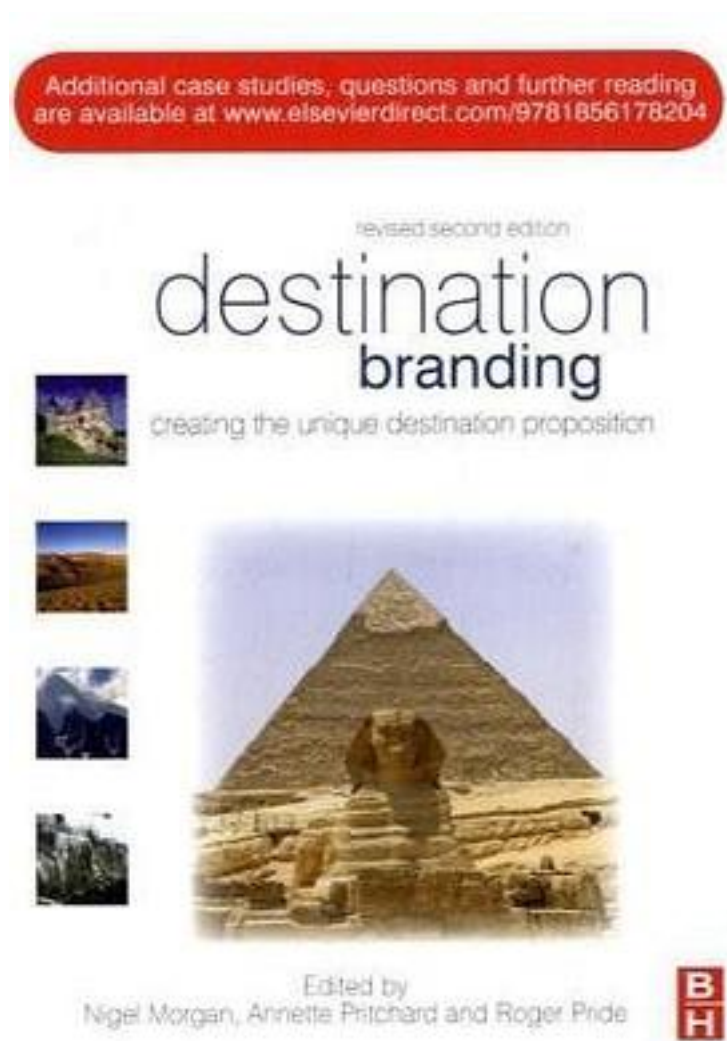


# Destination Branding Revised 2nd Edition, Second Edition



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'The first edition of this book really put destination branding on the map. Now, this second edition brings together some of the world's leading destination branding experts in a collection which represents the cutting edge of this exciting area of destination marketing.' Francesco Frangialli, Secretary-General of the World Tourism Organisation 'This comprehensive text should be on the reading list of all people directly and indirectly involved in destination marketing,' Ian Macfarlane, B.COM., MBA, M. Phil, Chief Executive Officer Gold Coast Tourism Bureau, Formerly GM: Marketing, Tourism New Zealand. Today, destination branding is one of the hottest topics amongst place marketing professionals and politicians. Many destinations - from individual cities to entire countries - are adopting branding strategies similar to those of leading household brand names in an effort to differentiate themselves and to emotionally connect with potential tourists. By focusing on a range of global case studies, Destination Branding: Creating the unique destination proposition, revised second edition, demonstrates how destinations - big and small - can successfully harness the power of branding. Now with a companion website at [www.elsevierdirect.com/9781856178204](http://www.elsevierdirect.com/9781856178204) offering extra case studies, discussion questions and further reading. This revised edition provides: Case studies authored by brand consultants, destination marketers and academics, including Philip Kotler and Wally Olins and other destination branding experts. Global coverage with case studies and examples from the UK, Eastern Europe, the USA, New Zealand, Australia and Asia. Consideration of the web as a channel of place branding/promotion and of the roles of special events and media and public relations in leveraging promotional activities. Nigel Morgan is a Professor at the University of Wales Institute, Cardiff, UK Annette Pritchard is a Professor at the University of Wales Institute, Cardiff, UK Roger Pride is Director of Marketing, Welsh Assembly Government

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