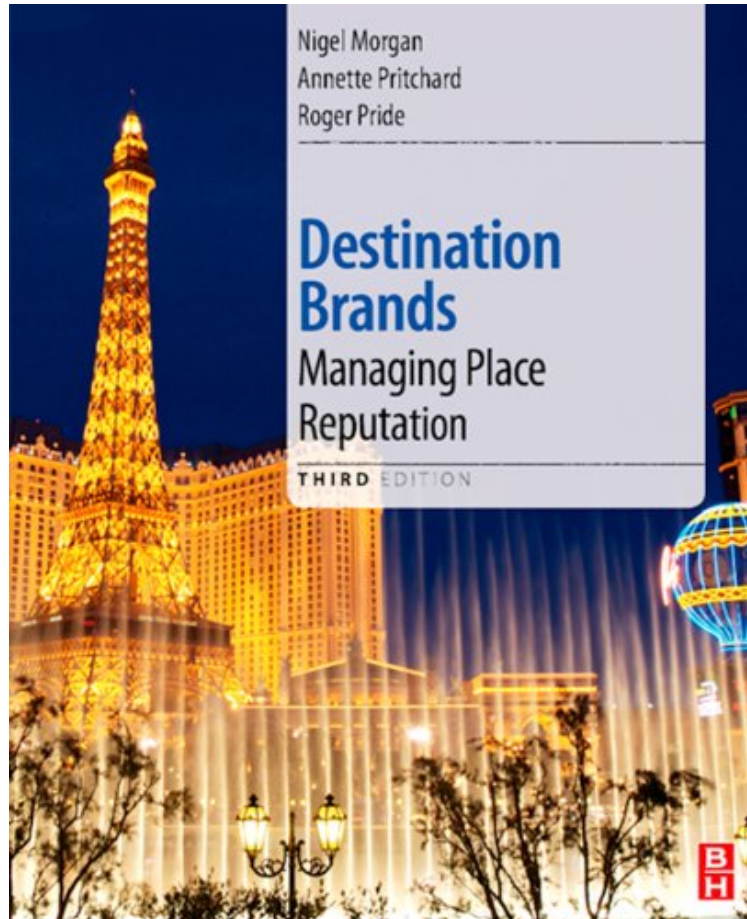


Destination Brands

Nigel Morgan, Annette Pritchard, Roger Pride
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Nigel Morgan, Annette Pritchard, Roger Pride : Destination Brands before purchasing it in order to gauge whether or not it would be worth my time, and all praised Destination Brands:

0 of 0 people found the following review helpful. Five StarsBy CustomerOn time delivery and it was cleared every things5 of 6 people found the following review helpful. DisappointingBy Jim KayalarThere's an old Texan saying "All hat and no cattle". That's how I felt after reading this book. Who is the book written for? If you are an academic, there is too little empirical data. If you are a destination marketing professional, there is hardly anything you can gain from reading this book. If you are a student, its too shallow. Nearly all chapters start out with a definition of branding by some marketing authority. Very repetitive. Philip Kotler's contribution on chapter 5 is OK, but outdated. Not one of his best. Better to get a book about branding. Chapter 5 does provide some value, as does the case study on Western Australia Chapter 12. Hence the two stars. Jim Kayalar is a Certified Management Consultant with the Institute of Management Consultants USA (IMC-USA) with 20 plus years of experience in a myriad of industries. Jim Kayalar is the managing director and founder of Business Tune Up.2 of 3 people found the following review helpful. The World of Destination BrandsBy Bill BakerAfter Destination Branding was first released it quickly became the branding bible

for destination marketers and academics alike. Contributions by some of the world's leading destination branding experts such as Philip Kotler, Simon Anholt and Wally Olins have provided the second edition with some of the best in contemporary thinking on the subject. This edition introduced a number of new case studies that reflect the challenges of branding places in a variety of different market situations and lifecycle stages. I particularly enjoyed the inclusion of Shanghai which is destined to be one of the great destination brands of the 21st century. Bill Baker - Author of Destination Branding for Small Cities

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.

'Destination Branding' fulfils a role of illuminating an area of tourism marketing that few experience first hand. It provides a useful case based text for more advanced undergraduate students as well as those interested in understanding how and why governments around the world spend \$350 million a year on destination advertising. Noel Scott, Journal of Hospitality and Tourism Management, Vol 9, No 2, June 2002. "This book will make a significant contribution to thinking on the subject." Jeff Hamblin, formerly Chief Executive, British Tourist Authority

From the Publisher

By focusing on a range of global case studies, 'Destination Branding: creating the unique destination proposition' demonstrates that the adoption of a highly targeted, consumer research-based, multi-agency 'mood branding' initiative leads to success every time! Contributors to 'Destination Branding' reflect a global mix of professionals and academics that bring their original research findings and first-hand experience of the tourism, marketing and advertising industries to this text.

From the Back Cover

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14 Brand Louisiana: capitalising on music and cuisine Jan Slater

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16 Brand Philadelphia: the power of spotlight events Michael F. Smith

17 Developing Brand Australia: examining the role of events Graham Brown, Laurence Chalip, Leo Jago and Trevor Mules

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, second edition, demonstrates how destinations - big and small - can successfully harness the power of branding. The new edition provides:

- * Six completely new chapters authored by brand consultants, destination marketers and academics, including Philip Kotler and Wally Olins and other leading destination branding experts.
- * A more global coverage with new 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.

Dr Nigel Morgan is Reader in Tourism Studies, The Welsh School of Hospitality, Tourism and Leisure Management, University of Wales Institute, Cardiff. Dr Annette Pritchard is Director of the Welsh Centre for Tourism Research and Reader in Tourism Studies at The Welsh School of Hospitality, Tourism and Leisure Management, University of Wales Institute, Cardiff. Roger Pride is Marketing Director at the Wales Tourist Board.