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groundbreaking book with Donald  
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Marketing Places (first published 1993), has long been a must read for those in charge of city and destination marketing.

Philip Kotler on Place Marketing and Branding

Marketing Places: Cities, States and Nations. 27 June 2015. 19 May 2018.

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The Editorial Team marketing. Following our interview with "the father of marketing", Philip Kotler earlier this week, here is a short summary of his groundbreaking book with Donald Haider and Irving Rein, titled Marketing Places. The book was first published in 1993, and in a revised

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edition in 2002.

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Rein, I., Kotler, P., & Haider, D.  
(1993). Marketing Places: Attracting  
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Cities, States, and Nations, The Free Press, 1993. Philip Kotler, John Bowen, and James Makens, Marketing for Hospitality and Tourism, Prentice-Hall, 1996. (Subsequent editions in 1999, 2003, and 2006).

Books □ Philip Kotler

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Philip Kotler, Donald Haider, and Irving Rein argue...

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provides very clearly all the necessary  
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that even a non-specialist of the field  
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Haider, and Irving Rein argue that thousands of "places" -- cities, states, and nations -- are in crisis, and can no longer rely on national industrial policies, such as federal matching funds, as a promise of jobs and protection. When trouble strikes, places resort to various palliatives

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such as chasing grants from state or federal sources, bidding for smokestack industries, or building convention centers and exotic attractions. The authors show instead that places must, like any market-driven business, become attractive "products" by improving their industrial



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base and communicating their special qualities more effectively to their target markets. From studies of cities and nations throughout the world, Kotler, Haider, and Rein offer a systematic analysis of why so many places have fallen on hard times, and make recommendations on what can be

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make their place decisions. With this understanding, "place sellers" -- economic development agencies, tourist promotion agencies, mayor's offices -- can take the necessary steps to compete aggressively for place buyers. This straightforward guide for effectively marketing places will be the

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international standing. Using colorful descriptions of his experiences—dining with Vladimir Putin at his country home, taking a group of Felipe Calderon's advisors on their first Mexico City subway ride, touring a beautiful new government hospital in Afghanistan that nobody would use

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because it was in Taliban-controlled territory—he tells how he began finding answers to that question. Ultimately, Anholt hit on the Good Country Equation, a formula for encouraging international cooperation and reinventing education for a globalized era. Anholt even offers a “selfish”

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Marketing for cooperation: he shows that it generates goodwill, which in turn translates into increased trade, foreign investment, tourism, talent attraction, and even domestic electoral success. Anholt insists we can change the way countries behave and the way people are educated in a single

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generation because that's all the time  
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Marketing in a sophisticated way. It provides the concepts, the theory, and dozens of cases illustrating the successful branding of industrial goods. It offers strategies for a successful development of branding concepts for business markets and explains the benefits and the value a



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business, product or service Kotler provides to industrial customers. As industrial companies are turning to branding this book provides the best practices and hands-on advice for B2B brand management.

Shows how political leaders can

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With one side of the political aisle proposing increasingly more socialistic and anti-capitalistic ideas, the other side has been quick to defend our

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country's great economic model, with good reason. Capitalism--spanning a spectrum from laissez faire to authoritarian--shapes the market economies of all the wealthiest and fastest-growing nations. But does that mean it is perfect as is, and that we would not all benefit from an honest

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evaluation and reconstruction of the free market system that has shaped our country's way of economic growth? The truth is, trouble is cracking capitalism's shiny veneer. In the US, Europe, and Japan, economic growth has slowed down. Wealth is concentrated in the hands of a few;

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natural resources are exploited for short-term profit; and good jobs are hard to find. In *Confronting Capitalism*, business expert Philip Kotler explains 14 major problems undermining capitalism, including:

- Persistent and increasing poverty
- Automation's effects on job creation
- High debt

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burdens. Steep environmental costs. Boom-bust economic cycles. And more. But this landmark book does not stop with merely revealing the problems. It also delivers a heartening message: We can turn things around! Movements toward shared prosperity and a higher purpose are

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reinvigorating companies large and  
small, while proposals abound on  
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identifies the best ideas, linking private  
and public initiatives into a force for  
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suggestions for returning to a

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