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Marketing Essentials 3rd Edition

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Destination Marketing Steven Pike, 2015-12-14 Destination Marketing offers the reader an integrated and comprehensive overview of the key challenges and constraints facing destination marketing organisations DMOs and how destination marketing can be planned implemented and evaluated to achieve successful destination competitiveness This new second edition has been revised and updated to include new slimline 15 chapter structure new chapters on Destination Competitiveness and Technology new and updated case studies throughout including emerging markets new content on social media marketing in destination marketing organisations and sustainable destination marketing additional online resources for lecturers and students including PowerPoint slides quizzes and discussion questions It is written in an engaging style and applies theory to a range of tourism destinations at the consumer business national and international level by using topical examples

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 shopping and buying habits of consumers in that market and the competitive and environmental factors that may affect a
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 Richard George, 2025-05-11 This second edition of this comprehensive textbook explores the fundamental principles of
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the socio economic environmental and technological impacts of tourism through various regional focused empirical studies and contemporary discussions This book is ideally designed for managers travel agents tourism professionals executives marketing agencies academicians researchers and graduate level students seeking current research on the applications of branding strategies in the tourism sector *Marketing Essentials, Marketing Research Workbook* McGraw-Hill

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Nazmi Kozak, Metin Kozak, 2019-04-27 This book provides a wide ranging overview of the current state of tourist destination management and presents important recent research in the field Contemporary theoretical and methodological approaches to management and marketing are discussed and innovative practices with respect to both urban and rural destinations are described with the aid of many interesting case studies from across Europe and beyond In addition the volume addresses key issues such as governance cooperation the use of social media and sustainability A variety of influences on tourism development are examined and efficient strategies for making destinations distinct are explored The book will be a welcome addition and update to the existing literature and will be of interest to academics and practitioners alike

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