



Destination Branding, Second Edition: Creating the unique destination proposition

Nigel Morgan, Annette Pritchard, Roger Pride

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In today's highly competitive market, many destinations - from individual resorts to countries - are adopting branding techniques similar to those used by 'Coca Cola', 'Nike' and 'Sony' in an effort to differentiate their identities and to emphasize the uniqueness of their product.

By focusing on a range of global case studies, Destination Branding demonstrates that the adoption of a highly targeted, consumer research-based, multi-agency 'mood branding' initiative leads to success every time.

* Includes five completely new chapters authored by brand consultants, destination marketers and academics, including Philip Kotler and Wally Olins.

* A more global coverage with new case studies and examples from the US, New Zealand, Australia and Asia.

* Considers the web as a channel of place branding/promotion and its effects on the industry



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