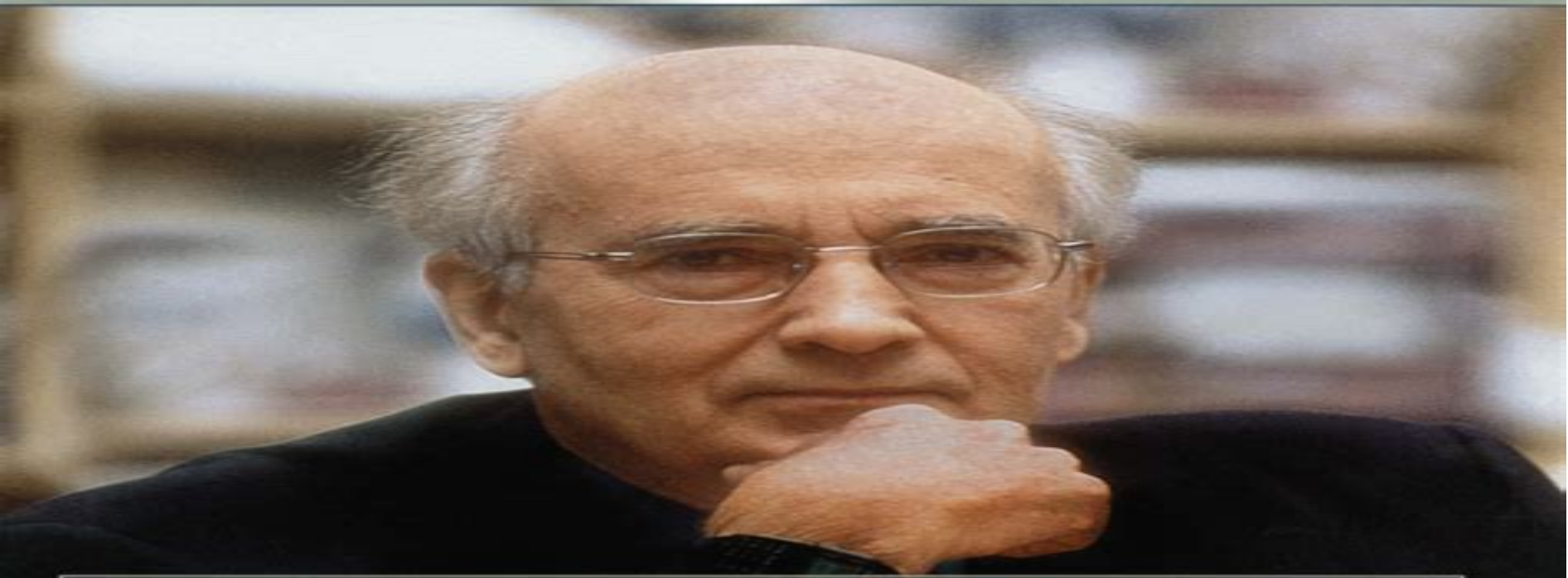


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Instructor's Manual Ronald N. Borrieci, Philip Kotler, 2012

Marketing Places Philip Kotler, 2002-01-15 Today's headlines report cities going bankrupt states running large deficits and nations stuck in high debt and stagnation Philip Kotler Donald 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 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 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 done to revitalize a place's economy They show how place wars battles for Japanese factories government projects Olympic Games baseball team franchises convention business and other economic prizes are often misguided and end in wasted money and effort The hidden key to vigorous economic development the authors argue is strategic marketing of places by rebuilding infrastructure creating a skilled labor force stimulating local business entrepreneurship and expansion developing strong public private partnerships identifying

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