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26 June 2015. 31 July 2020. The Editorial Team city brand, city marketing, Good Country Index, marketing, place brand consultants, place brand researchers, Place Marketing, premium access, Spain, sustainable development, USA. Most of us know Philip Kotler as the father of modern marketing. His groundbreaking book with Donald Haider and Irving Rein titled 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. 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 edition in 2002.

Marketing Places: Cities, States and Nations

Rein, I., Kotler, P., & Haider, D. (1993). Marketing Places: Attracting Investment, Industry, and Tourism to Cities, States, and Nations.

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Marketing Places Europe: How to Attract Investments ...

He has also authored or co-authored dozens of leading books on marketing: Principles of Marketing; Marketing Models; Strategic Marketing for Non-Profit Organizations; The New Competition; High Visibility; Social Marketing; Marketing Places; Marketing for Congregations; Marketing for Hospitality and Tourism; and The Marketing of Nations. Dr. Kotler presents continuing seminars on leading marketing concepts and developments to companies and organizations in the U.S., Europe and Asia.

Marketing Places: Philip Kotler, Donald Haider, Irving ...

Philip Kotler, Irving Rein, and Donald Haider, Marketing Places: Attracting Investment, Industry, and Tourism to 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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27 Fundamental phrases from Philip Kotler, the father of Modern Marketing. Now that you know who Philip Kotler is and know his principle concepts, I'm sharing 27 of his most educative and enlightening quotes with you so you keep them in mind when thinking about your own social media and digital marketing strategies.. 1-"You should never go to the battlefield before having won the war on paper.

27 Lessons from Philip Kotler, the father of Marketing..

Dr. Kotler is currently one of Kotler Marketing Group's several consultants. He is known to many as the author of what is widely recognized as the most authoritative textbook on marketing: Marketing Management, now in its 13th edition. He has

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