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Paperback. Pub Date :2014-01-01 Pages: 359 Language: Chinese Publisher: China Tourism Press Renditions classic new form of tourism destination brand: regional reputation management is the first book about the destination brand for destination brand research gradual rise in recent years in Western academia has an important impact. Destination Brand: reputation management area brings together the insights of experts and scholars. consultants and managers from universities. government departments. marketing consultancy and creative design agencies from different angles explored between tourism and local brands relationship. The book is divided into three parts: The first part outlines the relationship from a theoretical point of tourism. local identity. brand and reputation among local; second part discusses the nine key challenges facing destination brand management; Part thre...

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