

<<Marketing Places地方营>>

图书基本信息

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内容概要

Al Ries Chairman, Trout & Ries Marketing Strategists This book not only forecasts the future, but also serves as a blueprint for those places that want to have a profitable future. It's well-written, well-documented and a must read for the place marketing manager. Robert M. Ady President, PHH Fantus Provides hundreds of new ideas for effectively marketing our cities, states, and nations. It is must reading for every private and public official involved in economic development. Richard P. Nathan Director, The Nelson A. Rockefeller Institute of Government This book takes exactly the right point of view -- from the ground up -- in exploring the ways local leaders can make a big difference in creating jobs and stimulating economic growth. Ashoka Mody Senior Economist, World Bank Full of interesting ideas and case-studies. Calls into question the futility of incentive wars and the need to focus on more fundamental locational features (infrastructures, education) for attracting business. George S. Day Director, Huntsman Center for Global Competition and Innovation, The Wharton School of the University of Pennsylvania Each of us has a stake in the effective application of the ideas in this innovative book. The authors give valuable guidance in how to advantageously position places in increasingly demanding and competitive markets. -- This text refers to the Hardcover edition.

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