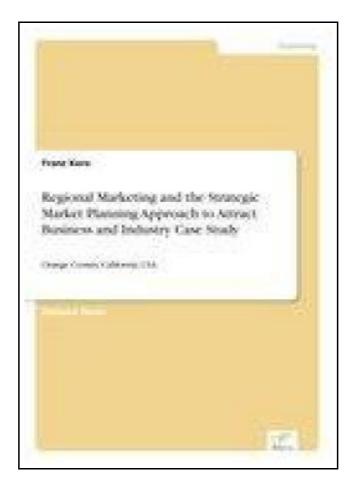
Regional Marketing and the Strategic Market Planning Approach to Attract Business and Industry Case Study



Filesize: 1.33 MB

Reviews

A top quality pdf and also the font applied was fascinating to learn. it was actually writtern extremely properly and valuable. I discovered this publication from my i and dad recommended this publication to find out.

(Jan Schowalter)

REGIONAL MARKETING AND THE STRATEGIC MARKET PLANNING APPROACH TO ATTRACT BUSINESS AND INDUSTRY CASE STUDY



Diplom.De Dez 2002, 2002. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand -Print on Demand Titel. Neuware - Diploma Thesis from the year 2002 in the subject Business economics -Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Vienna University of Economics and Business (Betriebswirtschaft), language: English, abstract: Inhaltsangabe:Abstract: This thesis describes and evaluates how regional marketing, based on the ideas of Philip Kotler's Marketing Places (1993), can be a reasonable tool to attract business locators into economic regions. The thesis concentrates on strategic market planning of local economic development programs. It is presented how to make use of local competitive advantages by useful bundling of incentives. The notion of marketing and governing places is combined and shall offer the reader a new perspective of meeting regional economic objectives for places. This thesis is divided into two parts: a theoretical part (where industrial incentives are presented and Kotler s concept is explained and criticized) and an empirical part (where regional marketing is applied and tested for effectiveness). First, it will be defined what regional marketing is and what forms of incentives are considered. Then it will be presented how marketing strategies can be organized in a local environment, followed by a discussion how companies make location decisions. In the last chapter of the first part, a critical discussion of the regional marketing approach is presented. In the second part, an emphasis will be put on the case study; a location (Orange County, California, USA) where economic development based on marketing planning came to work. With a view to the situation and implications analyzed in the case study, it will be tried to scrutinize effectiveness and usefulness of economic development programs based on regional marketing principles for this place in question and in...

Read Regional Marketing and the Strategic Market Planning Approach to Attract Business and Industry Case Study Online

Download PDF Regional Marketing and the Strategic Market Planning Approach to Attract Business and Industry Case Study

Other Books



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselues By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now...

Download Book »



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselues By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English Brand New Book ***** Print on Demand *****. EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you...

Download Book »



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 \times 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

Download Book »



Accused: My Fight for Truth, Justice and the Strength to Forgive

BenBella Books. Hardback. Book Condition: new. BRAND NEW, Accused: My Fight for Truth, Justice and the Strength to Forgive, Tonya Craft, Mark Dagostino, This is the true story of a woman who prevailed against the...

Download Book »



The Princess and the Frog - Read it Yourself with Ladybird

Paperback. Book Condition: New. Not Signed; A kind frog helps a princess and she makes him a promise. What happens when the king tells her that she has keep her promise? Read it yourself with...

Download Book »