



Destination Brands

Nigel Morgan, Annette Pritchard, Roger Pride

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This textbook shows how cities, regions and countries adopt branding strategies similar to those of leading household brand names in an effort to differentiate themselves and emotionally connect with potential tourists.

It asks whether tourist destinations get the reputations they deserve and uses topical case studies to discuss brand concepts and challenges. It tackles how place perceptions are formed, how cities, regions and countries can enhance their reputations as creative, competitive destinations, and the link between competitive identity and strategic tourism policy making.

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