Important investments of the past several years have greatly contributed to the study of city marketing. Nevertheless, there is still an important tool brought about by the new era which remains unexplored; the new information and communication technologies -- in particular, the Internet.

Information Communication Technologies and City Marketing: Digital Opportunities for Cities Around the World promotes understanding of how ICTs contribute to the development of city marketing strategies to enhance local socio-economic development. Covering central topics such as city branding, export promotion, and industry marketing, this comprehensive book provides academicians, marketers, and city officials with an in-depth look into effective marketing initiatives for city development.

Subject:
Global Information Technology; Environmental Informatics; Industrial Informatics; Electronic Commerce; Mobile/Wireless Computing

Market:
This essential publication is for all academic and research libraries, as well as all those involved in marketing, branding, place making, targeted tenanting, and governance. Researchers, educators, practitioners, marketing specialists, and students who are responsible for the development of retail marketing, tourism marketing, community consultation and governance will greatly benefit from this state-of-the-art publication.

Excellent addition to your library! Recommend to your acquisitions librarian.

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