

Tourism Branding

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Academic studies have predominantly treated destination branding as a marketing phenomenon that happens to involve tourists as customers in a marketplace. Tourism Branding: Communities in Action, the first volume in a new and exciting book series, considers a traditional marketing subject from multidisciplinary perspectives. EAN/ISBN : 9781849507219 Publisher(s): Emerald Group Format: ePub/PDF Author(s): Cai, Liping A. - C.Gartner, William - Munar, Ana Maria

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