MARKETING ASIAN PLACES

Attracting Investment, Industry, and Tourism to Cities, States and Nations

PHILIP KOTLER MICHAEL ALAN HAMLIN IRVING REIN DONALD H. HAIDER



John Wiley & Sons (Asia) Pte Ltd

Contents

Acknowledgments		ix
Foreword		xi
1.	The Marketing Challenge in the New Asia	1
2.	Asian Places in Trouble	25
3.	How Places Market Themselves	49
4.	How Place Buyers Make Their Choices	111
5.	The Auditing and Strategic Planning Process	143
6.	Strategies for Place Improvement	181
7.	Designing a Place's Image	227
8.	Distributing a Place's Image and Message	255
9.	Attracting the Tourism and Hospitality Business Markets	291
10.	Attracting, Retaining and Expanding Business	327
11.	Expanding Exports and Stimulating Foreign Investment	359
12.	Attracting Residents	385
13.	Organizing for Change	403
Index		433