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[Destination Marketing offers the reader an integrated and comprehensive overview of the key challenges and constraints facing DMOs and how destination marketing can be planned, implemented and evaluated to achieve successful destination competitiveness. This new 2nd Edition has been revised and updated to include: new slim-lined 15 chapter structure new chapters on Destination Branding for Small Cities: The Essentials for ...](#)

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[Destination Branding: Creating the - ResearchGate](#) He is co-editor of Destination Branding: Creating the Unique Destination Proposition (Butterworth-Heinemann, 2002). Annette Pritchard PhD is a Reader and Director of the Welsh Centre for

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[The second edition of Nation Branding: Concepts, Issues, Practice has been published by Routledge. The companion website to the book features instructor aids such as PowerPoint presentations for each chapter and an](#)

instructor manual.