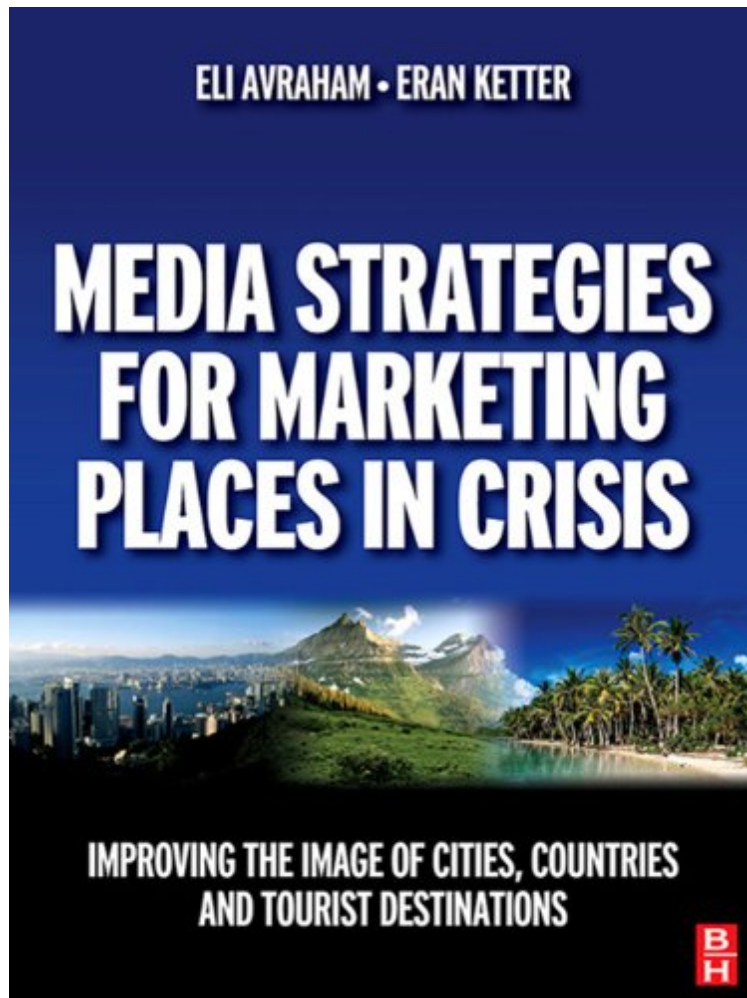


(Mobile book) Media Strategies for Marketing Places in Crisis

Media Strategies for Marketing Places in Crisis

Eli Avraham, Eran Ketter

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Eli Avraham, Eran Ketter : Media Strategies for Marketing Places in Crisis before purchasing it in order to gauge whether or not it would be worth my time, and all praised Media Strategies for Marketing Places in Crisis:

0 of 0 people found the following review helpful. Great "Guidebook" for travel industry professionals and students By Karen Hoffman, President, What the authors Avraham and Ketter have achieved with the publication of "Media Strategies for Marketing Places in Crisis" is a "guidebook" if you will, providing a step-by-step primer for all of us in the travel industry, experienced professionals as well as those just embarking out on their careers. The authors have covered a comprehensive range of tourism promotion opportunities and media strategies, illustrated with fascinating case studies relevant to today's marketplace. Even for those Marketing/PR professionals who have been instinctively implementing these strategies, the book articulates the rational and thought process behind these strategies in a very orderly manner I have found the book to be a great resource for myself as well as a must read for the young staffers when they join our team. Highly recommend! Karen Hoffman, President, The Bradford Group

0 of 0 people found the following review helpful. Instructive and enjoyable - Very recommendable! By Juuml;rgen K. I have a problem with

books about marketing - many of them bore me to death. But this is not the case. Avraham and Etter's book, while well-researched and deep in meaning, is easy to read and entertaining. I enjoyed reading through it, from its theoretical side to its practical side. I mostly enjoyed its wealth of real-life examples, that make the book's discourse vivid and alive. The book touches almost all aspects of a place brand/reputation and it is a highly recommendable book for anyone in charge of a country, region or city's reputation and image, but also for professionals in the business of place marketing. If you are serious about place branding, you should have this book on your shelf. 0 of 0 people found the following review helpful. Great reading for place marketers\ tourism professionals

By Steve Kane

It seems as if Avraham and Ketter succeeded in summarizing the theoretical and practical knowledge in the field of place branding into a well written, practical, and interesting to read book. As a professional in the tourism industry I found this book very helpful, both in ideas for marketing and promotion, and in better understanding the concepts of crisis management, strategic image management and place branding. The book is full of international case studies, which many I found highly relevant for my everyday practice. This was a very good reading and I strongly recommend it for those interested in place/ destination branding.

Growing competition between countries and cities over attracting infrastructure, investment, tourists, capital and national and international status mean that today, a negative image is more harmful than ever. Whatever the cause of the negative image, places perceived as dangerous, frightening, or boring are at a distinct disadvantage. Many decision makers and marketers stand by helplessly, frustrated by their knowledge that in most cases, their city's negative image is not based on well-grounded facts. Given that stereotypes are not easily changed or dismissed, the challenge facing these decision makers is great. Analyses of many case studies show interesting examples of places that tried to change a negative image into a positive one, in order to bringing back tourists, investors and residents. Although a great deal of knowledge about crisis communications has accumulated in recent years, very little has been written about strategies to improve places' negative images. The aim of "Media Strategies for Marketing Places in Crisis" is to discuss the various dimensions of an image crisis and different strategies to overcome it, both in practice and theory. "Media Strategies for Marketing Places in Crisis" is based on the careful analysis of dozens of case studies, advertisements, public relations campaigns, press releases, academic articles, news articles, and the websites of cities, countries and tourist destinations.

"In the last decade place image has become one of the most talked about concepts amongst politicians, economists and destination management professionals but it still needs greater exploration and analysis. Eli Avraham and Eran Ketter make a major contribution to that task in this timely book. Media Strategies for Places in Crisis is scholarly yet hugely readable and readily communicates the authors' command of their subject. This book is set to become a must have for anyone involved in place marketing, whilst likely to become a popular text on the burgeoning range of university courses in this field." Professor Nigel Morgan, The Welsh Centre for Tourism Research, University of Wales Institute, Cardiff, Co-Editor of the best-selling book, Destination Branding: Creating the unique destination proposition

"This is an important book which gives a wealth of practical, well-researched communications advice to cities and countries in times of crisis. The authors' exploration of the impact of critical events on place image is sound, sensible and makes an important contribution to the field. Highly recommended reading for national, regional and city administrators." Simon Anholt, Government Advisor and Author

"In summary, Media Strategies for Marketing Places in Crisis is a well-planned and meticulously structured book. It is clearly written and its logic is easy to follow. Avraham and Ketter succinctly and successfully synthesise various destination crisis management literature and publications into an informative model and propose 24 media strategies. The book uses hundreds of case studies and/or examples to explain its analysis and illustrate media strategies. Even though some local cases are not readily familiar to international readers or students, instructors can easily adapt these examples to their local settings or simply replace them with local ones to help students better grasp the ideas. With its extensive references and citations, instructors can also prepare multimedia teaching materials easily. Overall, Media Strategies for Marketing Places in Crisis is a practical guide and useful reference book for both destination-marketing practitioners and university instructors who teach tourism and media." Steven Pan, Current Issues in Tourism