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DISRUPTION: DESTINATION MARKETING IN THE POST-ADVERTISING AGE (HARDBACK)



Outskirts Press, 2013. Hardback. Condition: New. Language: English. Brand New Book ***** Print on Demand *****. Destination marketing has permanently changed and will never be the same. Travelers trust reviews from complete strangers more than brand advertising. Consumers are now clearly in control, choosing what, when and how they digest information. Chaos and real-time is the new marketing normal. Disruption: Destination Marketing in the Post-Advertising Age is the essential guide for marketing tourism organizations including hospitality, tour operators, CVBs,...

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- Authored by Ryan Thompson
- Released at 2013



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Reviews

Simply no terms to clarify. It is actually loaded with knowledge and wisdom I am just delighted to let you know that this is the very best publication i have got read through during my individual lifestyle and could be he very best pdf for actually.

-- Mr. Caleb Quigley MD

It is fantastic and great. Sure, it is perform, nonetheless an amazing and interesting literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Conor Grant

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