URN etd-0407109-183701-16
Author Wu-poh Hsieh
Author's Email Address No Public.
Statistics This thesis had been viewed 46 times. Download 0 times.
Department
Year 2007
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A Study of the Strategic Marketing of Places under Globalizations
Date of Defense 0000-00-00
Page Count 99
Keyword
Globalization
Place Marketing
Strategic Marketing
DECOMAS(design coordination as a management strategy)

Abstract
The place competition is global, and all places need to develop new capabilities to survive in the competition. Consequently, places must produce services that current and potential citizens, companies, investors and visitors need.
The role of a city is also changing. Cities are no longer bound to political restrictions, and are taking a more active role in international relations.
Place marketers need fresh ideas and good advice about how to manage the global competition between the locations. City and regional organizations have started to reinvent local economic development.
Strategic marketing is a market-driven process of strategy development, taking into account a constantly changing business environment and need to deliver superior customer value.
The focus of strategic marketing is on organizational performance rather than a primary concern about increasing sales. Strategic marketing can be also applied to places, and the tools of corporate marketing can be transferred to place marketing.
Think globally – act locally.
As city competition is becoming a new trend in the world, NPOs can avoid sensitive interrelationships among nations by promoting cultural exchange. With actual interactions between nations, not only can they exchange experiences concerning the issue of urban growth, but also achieve mutual benefits between urban cities and expand the depths and extent of the international spaces among countries.
In this study, an exploratory research is conducted, with the framework of triangular cooperation among citizen, local/regional government, and business community, NPO as a facilitator, aiming to elaborate the concept and theories of place marketing, and, eventually, provide constructive suggestions.
Advisory Committee Lin，Chi-Hsiang - advisor

Files No Any Full Text File.
Date of Submission 2007-02-10