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Search; Evaluation of Alternatives; Purchase Decision; Post purchase Behavior; Post investment Satisfaction; Post investment Actions; The Influence of City-Rating Information; How Reliable Are City Rankings and Ratings?; Conclusions; Questions for Discussion; Chapter 5 How Cities Compete to Attract Midsize and Large Multinational Companies; What Can a City Do to Improve Its Attractiveness?; Who Are the Major Actors in Marketing the City?; Local Actors: Public-Sector Actors; Local Actors: Private-Sector Actors; Regional Actors National Actors International Actors; Public-Sector Actors; Private-Sector Actors; Which Target Markets Does the City Need to Attract?; Attracting Business and Industry; Attracting Residents and Employees; How Do City Marketers Go About Marketing Their Community?; Conclusions; Questions for Discussion; Chapter 6 How a Nation Can Help Its City Economies; What Functions Should the Nation Be Expected to Perform?; Defense Roles; Education Roles; Public Safety and Health Roles; Emergency Roles; National Directive Roles; In What Ways Can the Government Help Weaker Cities Get on Their Feet? In What Ways Can the Government Assist Stronger Cities to Climb Even Higher?Conclusions; Questions for Discussion; Chapter 7 The Responsibilities of Companies and Cities; The Role and Impact of MNCs in an Urban Area; What Damages Can a Company Inflict on a Local Economy?; What Improvements Can a Company Contribute to a Local Economy?; How Can a Metro Area Be Sure That a Prospective Company Will Contribute More Good Than Bad to the Local Economy?; Conclusions; Questions for Discussion; Chapter 8 How Marketers Manage the City-Centered Global Economy; Company Opportunity in Global Cities
Company Profiling of Opportunity Cities

Sommario/riassunto

A new marketing paradigm focuses on the concentrated economic power of 600 global cities. City-Centered Marketing: Why Local is the Future of Global Business is a compelling practical analysis of a new direction of marketing within the context of intensifying urbanization and the shift of global economy from West to East. Philip Kotler, one of the world's foremost marketing experts, and his brother Milton, an international marketing strategist, explain why the future of marketing must focus on top global cities and their metro regions, and not squandered resources on small cities. Marketing i
