

1. Record Nr.	UNINA9910704808303321
Titolo	Travel promotion : Brand USA needs plans for measuring performance and updated policy on private sector contributions : report to the Ranking Member, Committee on Homeland Security, House of Representatives
Pubbl/distr/stampa	[Washington, D.C.] : , : United States Government Accountability Office, , 2013
Descrizione fisica	1 online resource (ii, 44 pages) : color illustrations, color map
Soggetti	Branding (Marketing) - United States International travel Place marketing - Government policy - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed Oct. 17, 2013). "July 2013." "GAO-13-705."
Nota di bibliografia	Includes bibliographical references.