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Editorial Team city brand, city marketing, Good Country Index, marketing, place brand consultants, place brand researchers, Place Marketing, premium access, Spain, sustainable development, USA. Most of us know Philip Kotler as

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the father of modern marketing.

His groundbreaking book with Donald Haider and Irving Rein titled Marketing Places (first published 1993), has long been a must read for those in charge of city and destination marketing.

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*Philip Kotler on Place Marketing  
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Marketing Places: Cities, States  
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May 2018. The Editorial Team  
marketing. Following our  
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this week, here is a short summary of his groundbreaking book with Donald Haider and Irving Rein, titled Marketing Places. The book was first published in 1993, and in a revised edition in 2002.

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*Marketing Places: Philip Kotler, Donald Haider, Irving ...*

Philip Kotler, Irving Rein, and Donald Haider, *Marketing Places:*

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Attracting Investment, Industry, and Tourism to Cities, States, and Nations, The Free Press, 1993. Philip Kotler, John Bowen, and James Makens, Marketing for Hospitality and Tourism, Prentice-Hall, 1996. (Subsequent editions in 1999, 2003, and 2006).

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