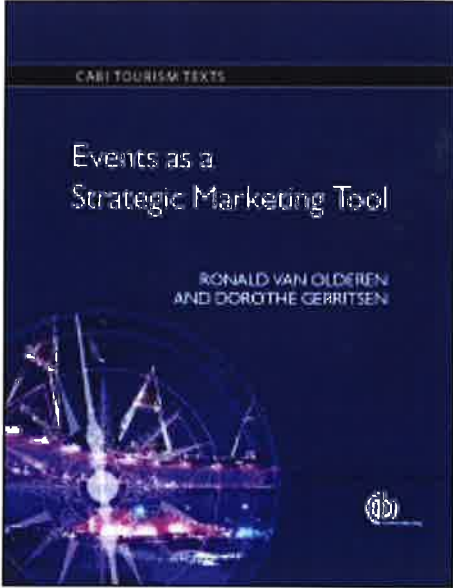


<b>Bilde av forside</b>	
<b>Tittel</b>	<b>Events as a Strategic Marketing Tool</b>
<b>Forfatter, år</b>	Ronald van Olderen, Dorothe Gerritsen, 2011 / 2. utg. 2014
<b>Presentasjon</b>	<p>Experiences, encounters and events have come to play an ever-growing role in marketing. The Event as a Strategic Marketing Tool describes how events can be used as a strategic tool in marketing practices. The introductory chapters address the development of the experience economy, events, and event marketing. Subsequently, the book covers the various areas of marketing within which experiences play a role, such as branding, relationship marketing and city marketing. The final chapters deal with the step from strategy to concept, and discuss event design and touchpoints. The book is concluded with a chapter on effect measurement and evaluation.</p>
<b>Lenker</b>	<p><a href="http://www.akademika.no/events-as-a-strategic-marketing-tool/dorothe-gerritsen/ronald-van-olderen/9781780642611">http://www.akademika.no/events-as-a-strategic-marketing-tool/dorothe-gerritsen/ronald-van-olderen/9781780642611</a></p> <p><a href="http://www.amazon.com/Events-Strategic-Marketing-Tourism-Texts/dp/178064261X">http://www.amazon.com/Events-Strategic-Marketing-Tourism-Texts/dp/178064261X</a></p>