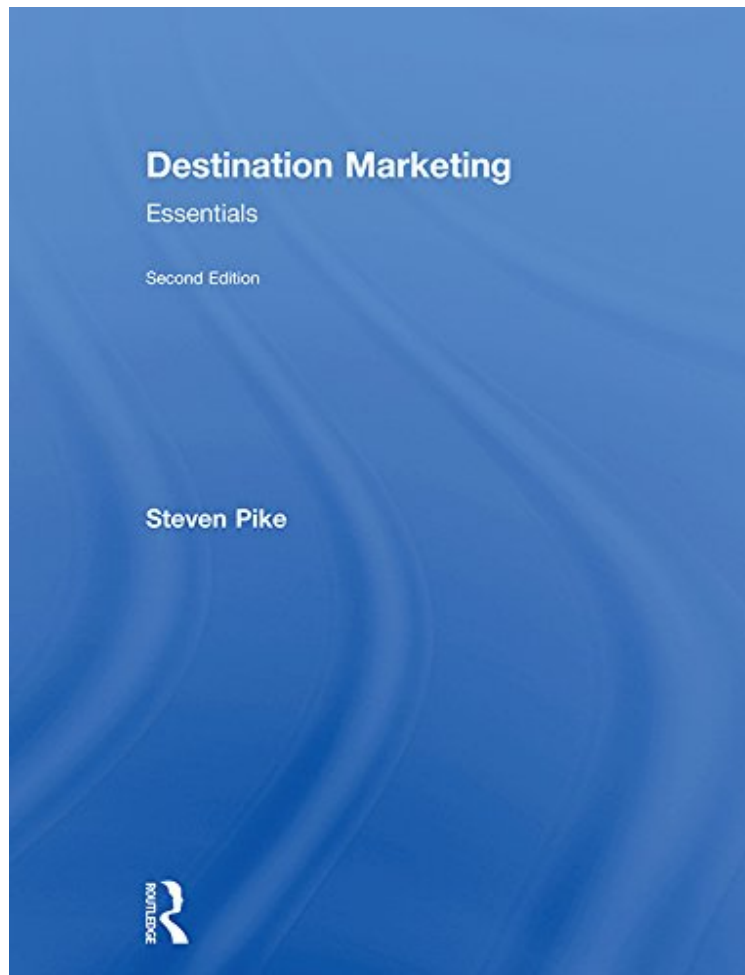


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## Destination Marketing: Essentials

*Steven Pike*

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by using topical examples.

"This is a new and expanded edition of a text that brings a great deal,of practitioner experience blended with academic research on a hot topic in tourism and marketing research. The author has a wealth of experience in this area and it is synthesised in an exemplary manner for students and industry. This is a must read both as a textbook and as a supplementary reading for undergraduates and postgraduates globally."- Professor Stephen J Page, Deputy Dean (Research and Professional Practice), Faculty of Management, Bournemouth University, UK

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About the Author Steven Pike is Associate Professor of Marketing at Queensland University of Technology, Australia. Steven spent 20 years working in the tourism industry before completing his PhD in destination marketing in 2002 and is a regular speaker at international tourism conferences.