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Philip kotler marketing places

Philip Kotler is S.C. Johnson & Son has distinguished professor of international marketing at Northwestern Kellogg Graduate School of Management in Chicago. He is hailed by Management Center Europe as "the world's most important expert on strategic marketing practice." Dr. Kotler is currently one of the many consultants of Kotler Marketing Group. It is known to many as author of what is widely recognized as the most authoritative textbook of marketing: marketing management, now in its thirteenth edition. He also has dozens of buyers or co-author of dozens of leading books on marketing: marketing principles; Marketing models; Strategic marketing for nonprofit organizations; The new competition; High visibility; Social marketing; Places of marketing; Marketing for congregations; Marketing for hospitality and tourism; and the marketing of nations. Dr. Kotler presents ongoing seminars on the main marketing concepts and developments for companies and organizations in the United States, Europe and Asia. He participated in the KMG client projects and consulted many important US and foreign companies - including IBM, Michelin, Bank of America, Merck, General Electric, Honeywell and Motorola - in the fields of marketing and planning, marketing, and international marketing. Most of us know Philip Kotler as the father of modern marketing. His revolutionary book with Donald Haider and Irving Rein, marketing sites (First publication of 1993), was long to be read for city managers and target marketing. His last book deals with capitalism on the shortcomings of capitalism (and how to overcome them) is worth reading, especially because it is written by a leading marketing scholar. In this interview, Philip Kotler - who despite his 83 years is not the tire travelling around the world - shares his thoughts on the Place brands and in marketing and looks back at his slate career. Discover: Place marketing: what it is: Philip Kotler, view of the commercialization of the places, and how it has changed over the years; What trends cities should pay attention to: As the current and failed capitalist system affects the marketing and development of places; If cities and countries must be marketed at all; His thoughts on the place of marketing as academic discipline; How it ended up on an Indonesian stamp. Philip, do you remember the first time you thought about marketing in connection with places like cities? I traveled alone in Europe for the first time when I was 18. When I said I came from Chicago, the first observation was "Capone." People in Italy, Germany, France and other places knew the city from its days of gangsters. Yet other Europeans who had visited Chicago havehow surprised and exciting they found the city. Clearly, any well-known city will have some central images from the history of the city or local newspapers, or dynamic individuals. I have drawn from this experience that most cities do little to atheir image or try to build a new and better. How has your vision of marketing of places changed over the years? Originally, I thought that a city that wants more attention must collect the images that others have of that city, find the best elements, put them together in a strong brand concept and a value proposal, and use it creatively in visitor brochures, interviews with investors and the media. Later I realized that many cities do not have a positive image among their citizens and residents. Worse still, many citizens do not like visitors who shop in their shops or visit the few attractions that people might want to see in the city. I began to think that the problem was not so much to mark the city, as to make it a better city, a cleaner city, a more careful city, a city with some interesting things to see and do. Fifteen years ago I was invited to speak in Bilbao, Spain. The city had been strong in the 1920s but in the end it was a little forgotten by the charm of Madrid, Barcelona, Toledo and Seville. I spoke to a group of 500 citizens of Bilbao about how to attract more visitors. My first observation was that the city needed an interesting object, a building or a monument, a sort of "the Eiffel Tower". Guggenheim Museum in Bilbao. Photo credit: Dani Vázquez I continued saying that Bilbao could build a fantastic museum. The public said they did not possess the quality of art that is located in Madrid and Barcelona. I said that they had to make the museum a work of art, not its content. I left and soon after I heard the city had hired the fabulous architect Frank Geary. Its museum was so surprising that people added Bilbao to the list of cities to visit in Spain. Charter flights from Japan and other countries flew tourists to see Bilbao. A city should not market as it is, but go further and add more attractions and convince its inhabitants to make the city a better and more proud. What is site marketing about? Place marketing is a philosophy and a set of skills dedicated to marketing and improvement of a place and the development of a central image that attracts visitors, residents, industries and companies, whatever the object. There are tens of thousands of places on earth with human dwelling. Everyone survives through self-production and trade. Some places are huge and we call them mega-city (over 10 million people), such as Beijing, Tokyo, Mexico City. There are many cities with a population of 5 to 10 million and from 1 to 5 million people, and many smaller cities. Each city must plan for its growth and prosperity. Normally this is done by current political leaders, as well as by the "fathers of theMore and more often the cities turn to various experts such as urbanists, marketers and others. The marketing of the place itself grew up with a number of experts in different parts of the world. What does it push to write your recent book A «Tackle capitalism»? Capitalism is an economic system that is great a a An abundance of goods - Cars, TV, Blue Jeans, Blue Jeans, Brands of Food and Wine, etc. But not good in producing enough income for its citizens reach a good standard of living. The poor remain poor, the working class is paid less than a living wage, the middle class is shrinking, and the only winners seem to be the rich and super rich who continue to grow income. Something's wrong. Yet I prefer capitalism to any other system (socialism, communism, fascism), but I hope to see capitalism can work better for more than its citizens. In a nutshell, what is the book about? I have identified 14 shortcomings of capitalism, and I have written a chapter on each one, including the reason why this lack exists and what proposals could improve things. Among the most discordant deficiencies is the persistence of poverty, the increasing inequality of income, the impact of automation at work, the damage of the sector for the environment, the business cycle and the frequent recessions, the emphasis of greed rather than the community building and other problems. The 250 pages of the book offer a very readable account of current economic issues that will change the minds of many people on many things. Comprofronting Capitalism has already received many 5-star reviews of Amazon and Great Book Reviews in Financial Times and the Los Angeles Times. What are the implications of our capitalist system in error for market markets and economic development professionals? Cities must generate and grow their income regardless of what they can get from their state and federal government. Each city needs to appoint a group of â€œcity fathers "who take care of the whole future of their city, which help to pose future plans and raise the necessary funds. Cities need to pay attention to the growing interest in â€œsmart city "which are digitally wired and educate their citizens in new technologies to make cities work better for more people. How important is the marketing of places in the 21st century? Should cities or countries be marketed? Cities, states and nations are engaged in marketing. The question is whether they do it consciously and efficiently. Too many places do not have very poor vision or plans to improve the reality of their place and image. This is why there is a growing role for experienced markets. In addition, our book marketing sites were initially written for conditions in the United States. We have described many examples of successful cities U.S.. Then we studied and published Marketing Places Europe, which has described many successful European cities. Then we published Asian marketing posts, followed by marketing locations Central and South America. In all these cases, we haveSuccessful city lessons and even from those that have failed to improve. Your thoughts on the Good Country Index of Simon Anholt and Robert Govers? I was very impressed by Simon Anholt when he launched the branding of the place and the newspaper of public diplomacy that he wore carried Studies of different marketed sites. I like your good campaign index as an interesting attempt to assess how different countries contribute to the health and wellbeing of the planet. I wasn't surprised that in the 2014 Index, Ireland, Finland and Switzerland scored 1, 2, and 3. But I was surprised that the United States ranks up to 21. Your thoughts on marketing Place as an academic discipline? I would like to see more marketing departments add a course in Place Marketing. Many have already added a course in social marketing, another area of interest. Sites involve not only an understanding of marketing, but also an understanding of economics, politics, sociology and social psychology. A place from a place must be highly trained in social sciences and social research. How did you end up on an Indonesian stamp? I had spoken in Jakarta and Bali a number of times to help their business people improve their understanding and use of marketing and economics. And today Indonesia is experiencing good growth, although I can't take credit for that. My colleague and an Indonesian friend, Hermawan Kartajaya, CEO of Markplus, a large research and training company, and I arranged for the construction of the world's first marketing museum in Bali, to give visitors the opportunity to understand how marketing helps build Great products, great advertisements, great promotions, great sales forces and so on. My work in Indonesia led to someone proposing that Indonesia issue a stamp that honored me, making me the first marketer to be honored with a stamp. Your thoughts on the Place brand observer? I am impressed by the work of the Place brand observer to bring more focus to the field of site marketing and marketing branding. "It is the best organization to bring together the Place Branding Thinkers, Shakers and Doers - researchers and professionals and letting them engage in improving the theory and practice of the place marketing. Thank you, Philip. Did I enjoy our interview with Philip Kotler in Place Marketing and Branding? 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