

# **Selling The City: Marketing Approaches In Public Sector Urban Planning By G. J. Ashworth**

**By G. J. Ashworth**

City marketing: a multi-attribute approach. Bob van Limburg; University for Tourism Studies, PO Box 3931, 800 DX Breda, The Netherlands; Available online 18 November

Book reviews : Ashworth, G.J. and Voogd, H. 1990: Selling the city: marketing approaches in public sector urban planning. London: Belhaven Press. xii + 178

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G.J. Ashworth is the author of The Tourist-Historic City (2.67 avg rating, 3 ratings, Selling the City: Marketing Approaches in Public Sector Urban Planning

Sep 12, 2008 Ashworth GJ and Voogd H, 1990, Selling the city: marketing approaches in public sector urban planning, g. Belhaven Press, London. Ashworth

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Ashworth, G. J. and Kavaratzis, M. 2010. Ashworth, G. and Voogd, H. 1990. Selling the City: Marketing Approaches in Public Sector Urban. Planning. London :

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