

Benoît Meyronin

Marketing territorial

Enjeux et pratiques

3^e édition



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Marketing Territorial Enjeux Et Pratiques

Philippe Viallon



Marketing Territorial Enjeux Et Pratiques:

Marketing territorial Benoît Meyronin, 2015-04-15 Techniques pratiques et méthodes pour rendre un territoire attractif Aujourd'hui passage obligé d'une carrière de fonctionnaire territorial d'un cursus en développement économique ou en politique de la ville le marketing territorial s'intéresse tant aux valeurs défendues par les territoires qu'aux stratégies branding storytelling logiques de made in qu'aux bonnes pratiques labels outils managériaux modes de communication efficaces etc Les nombreux témoignages de professionnels et études de cas qui maillent l'ouvrage reflètent la diversité d'un domaine empruntant tant à la stratégie tant à au marketing expérimentiel pour construire une grille d'analyse et des référentiels adaptés aux spécificités locales Enrichi de trois nouveaux cas la marque Bretagne le placement de territoire dans les médias et l'agglomération d'Ivry cette troisième édition offre un panorama complet qui s'étend des outils traditionnels aux leviers propres aux territoires en passant par le marketing des services Clair et précis cet ouvrage offre des pistes de réflexion et d'action tous les praticiens du marketing territorial

Le marketing territorial Benoît Meyronin, 2009 Cet ouvrage traite d'un sujet incontournable aujourd'hui pour qui s'intéresse au développement économique l'attractivité des territoires l'urbanisme et la communication publique territoriale le marketing territorial L'auteur propose un tour d'horizon complet quels enjeux le marketing des territoires s'efforce-t-il de répondre D'où vient-il Quels en sont les principaux leviers Quelles sont les bonnes pratiques en la matière Quels en sont les principaux concepts et outils Qu'est-ce qu'une marque de territoire Etc Il présente de nombreux exemples et études de cas Lyon Birmingham Duba Nantes Saint-Dizier Montpellier

Le nouveau marketing territorial Joël Gayet, 2017-03-17 Avec plus de 1 700 références citées 800 cas étudiés dans le monde et une multitude de conseils opérationnels Le Nouveau Marketing Territorial est un livre qui apporte aux professionnels ou étudiants des solutions nouvelles et des idées inspirantes pour construire et renforcer l'attractivité des territoires

Place Branding and Marketing from a Policy Perspective Vincent Mabillard, Martial Pasquier, Renaud Vuignier, 2023-12-04 As part of an emerging literature on place branding this book fills the important gap between practice oriented literature which lacks in depth and critical analysis and technical academic literature which tends to miss down to earth practitioners concerns and to overlook policy and political contexts Providing frameworks and knowledge on how to practice place branding effectively this book anchors place branding practices in a solid analytical framework It presents place branding practices through the lenses of public sector marketing strategic management and governance processes and structures as well as communication tools Marketing a place is more than creating a logo and a motto this book presents the key strategic aspects to be considered when promoting a place Readers will gain knowledge about the most important features of place promotion the development of brands and marketing campaigns in the public sector the establishment of dedicated politico-administrative structures and the increasing involvement of various stakeholders that play a central role as place promoters This book will be a valuable resource for researchers and postgraduate students across place branding marketing and management and urban studies as

well as public management administration and policy The practical conclusions discussed in the book will also appeal to practitioners business consultants and people working in public administration and politics

Le marketing territorial Camille Chamard, 2014-10-19 Le marketing territorial ne supporte pas son nom En effet il a beaucoup de mal à assumer cette appellation exposer qui il est ce qu'il fait et quoi il sert Cette ambiguïté se manifeste par l'absence de ce vocable dans l'organigramme des services de collectivités territoriales remplacé plutôt par attractivité des territoires intelligence territoriale ou autre compétence des territoires Pour expliquer la source de cette absence il est nécessaire de revenir sur l'historique de la démarche ainsi que sur la manière de finir le rôle que peut aujourd'hui jouer le marketing territorial Actuellement la littérature sur ce sujet est peu abondante alors qu'il préoccupe les professionnels au sein des collectivités territoriales Pour y répondre ce livre présente la fois un cadre d'analyse des outils au service des professionnels des exemples de projets de marketing territorial menés au sein de collectivités territoriales Régions Départements Villes Son objectif premier est de répondre aux besoins des professionnels managers publics et consultants en activité tout en s'adressant également aux étudiants en management public qui souhaitent s'orienter vers de nouveaux métiers intégrant des compétences fortes en marketing territorial et son originalité réside dans la mise à jour des connaissances dans le domaine ainsi que par ses propositions d'outils et de méthodologies utiles et appropriables rapidement par les décideurs

The Future of Events Narendra Kumar, Swati Sharma, Bruno Barbosa Sousa, 2026-02-05 This new volume is a comprehensive exploration into the transformative trends innovative strategies and emerging paradigms that are redefining the landscape of events globally offering a nuanced understanding of the forces driving change and the opportunities they present for event professionals businesses and communities The book explores the integration of augmented reality and virtual experiences in sustainable event management practices exploring from the rise of hybrid events to the impact of artificial intelligence on event planning and execution Topics also cover diverse types of events including religious and cultural events how global events affect the growth of international tourism incorporating sustainability into event planning and much more

Location-Based Marketing Gérard Cliquet, Jérôme Baray, 2020-06-16 Location based Marketing outlines the main concepts methods and strategies for implementing spatial marketing also known as geomarketing With an emphasis on the value of mapping in marketing decision making this book demonstrates the importance of a more spatialized view of these decisions in order to best respond to market realities whether local or international The main techniques of geomarketing are presented along with an understanding of the spatial behavior of consumers both outside the point of sale and in stores The book further introduces the idea of a geomarketing mix which spatializes product innovations merchandising pricing and various aspects of promotion Finally the book defines what real georetailing comprises and develops the concept of mobile marketing based on geolocation techniques

Public Branding and Marketing Staci M. Zavattaro, 2021-07-21 This edited volume details public branding and marketing from a global comparative perspective Place branding and marketing practices are now

prominent in cities states nations regions and organizations all over the world While disciplines such as hospitality management tourism marketing and business marketing have made inroads into understanding the intricacies of place branding research in public administration and policy is still emerging This volume fills that research gap Including accounts from both the academic and practitioner communities this book bridges the academic practitioner divide and provides a holistic account of branding and marketing in public organizations as well as immediate application and lessons learned The book takes an explicit public administration approach focusing on a wide range of topics such as branding leadership co creation stakeholder engagement education non profit marketing and branding and city administration The book is divided into four sections Section I highlights the process of developing and communicating public branding and marketing efforts Section II focuses specifically on how social media and other digital technologies are used to communicate and evaluate place branding strategies Section III centers on branding at the local government level Section IV highlights how various stakeholder groups come together or not when participating in strategic branding efforts Presenting various methodologies approaches and implications of place branding and marketing across differing social cultural political and economic conditions this book will be of use to scholars and students in public administration tourism studies and business administration as well as professionals and practitioners in the public branding and marketing field

L'attractivité territoriale à l'épreuve du temps Sarah Serval, 2018-01-01 La France fait face un mouvement de désindustrialisation marqué par des destructions d'emplois dues notamment à la concurrence mondiale Comment faire face à la concurrence étrangère Comment retenir les filiales étrangères une fois celles-ci implantées sur le territoire Comment faire en sorte qu'elles participent au développement territorial à l'échelle locale Attirer est une chose favoriser l'ancrage territorial en est une autre

Livres hebdo, 2009 Livres de France, 2010 Includes 1982 1995 Les Livres du mois also published separately L'Arc Atlantique Anne Poussard, 1997

Le marketing territorial Fabrice HATEM, 2007-09-17 Un ouvrage de référence qui présente tous les outils à la disposition des territoires leur portée leur efficacité et leur devenir Le mouvement de mondialisation économique ouvre aux entreprises des opportunités de plus en plus large pour la localisation de leurs activités Les territoires entrent donc en compétition pour l'accueil de ces investissements internationaux mobiles Les méthodes de prospection et de promotion mises en œuvre cet effet ont des points communs importants avec le marketing d'entreprise mais également des spécificités fortes liées à la nature du produit offert une offre territoriale complexe et du client une entreprise la recherche d'un lieu de localisation optimal Ce livre présente les techniques et les principes de cette activité de marketing territorial en distinguant trois volets le pilotage stratégique l'action commerciale la production et la gestion de l'information

Action publique, communication et management Elizabeth Gardere, Dominique Bessières, 2020-07-29 Plusieurs phases de modernisation de l'action publique se succèdent en France depuis les années 2000 Révision générale des politiques publiques en 2007 puis Modernisation des politiques publiques en 2012 présentent une vision managériale d'un modèle sous l'emprise du

Nouveau Management Public NMP depuis les années 1990 Un renouvellement des institutions et organismes publics de l'état unitaire en France repose sur la recherche d'une plus grande efficacité et de résultat L'évolution d'un modèle bureaucratique vers un modèle managérial où la communication convoque des acteurs publics et privés a des enjeux gestionnaires d'actions et d'accompagnement des changements organisationnels Cela implique la mise en place d'objectifs d'indicateurs de performance d'économies d'échelle de fusions à l'instar des grandes entreprises et holdings Quelle voie faut-il suivre pour moderniser et transformer l'administration Quels sont les enjeux des débats des décideurs publics

TERRITOIRES SOUS INFLUENCE

Nicolas Pelissier, 2001-01-01 Pour repenser le territoire et ses mutations le premier tome de cette étude proposait une approche théorique interdisciplinaire celui-ci se construit autour d'analyses approfondies L'objectif est de substituer une approche compréhensive une conception instrumentale des territoires Les auteurs analysent ainsi le déclin des territoires traditionnels et l'émergence de formes singulières de territorialités et soulignent l'incidence de la communication sur les métamorphoses en cours À l'heure des technologies globalisées la notion de territoire a-t-elle un sens Face à ces changements d'échelle comment penser la sociabilité et construire nos identités

Communication et médias en France et en Allemagne

Philippe Viallon, 2006-05-01 Ce livre fait le point de la recherche dans les sciences de l'information de la communication et des médias en France et en Allemagne Les textes proposés par des grands noms de la discipline de chaque côté du Rhin ont une dimension souvent à la fois historique et synthétique et permettent de voir la similarité la complémentarité les différences voire l'opposition des approches dans les deux pays Voici un pont jeté entre deux cultures scientifiques

Les Cahiers français, 2009

Architecture et communication Valérie Devillard, 2000

Communication publique et territoriale au Maghreb Aïssa Merah, Vincent Meyer, 2015-04-15 Partenaire du programme franco-maghrébin Langages objets territoires et hospitalités LOTH la Faculté de Béja a contribué par ces travaux à la réflexion sur les liens entre communication et développement territorial L'ouvrage interroge la conception et la réalisation d'actions de communication couplées des dispositifs de conservation de réhabilitation et de mise en valeur de différents patrimoines du Maghreb en partant du point de vue des acteurs du terrain et des publics concernés

Les contrats de destination Jacques Spindler, Sébastien Bédé, 2017-03-01 Les contrats de destination interpellent les chercheurs et les acteurs du terrain sur tout un ensemble d'interrogations Respondent-ils des modes ou des nécessités Préfigurent-ils une nouvelle organisation territoriale du tourisme Quelle gouvernance suscitent-ils L'attractivité de la destination est-elle accrue et les retombées escomptées sont-elles au rendez-vous Le contrat de destination correspond-il à une rupture dans la gestion des destinations en termes de marque de positionnement et d'image qu'ils proposent de véhiculer auprès des touristes

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