

Contents

- 1. Introduction to territorial marketing 5**
 - 1.1. Description of territorial marketing and directions of its operation 5
 - 1.2. Reasons for and stages of development of territorial marketing..... 9
 - 1.3. Territorial marketing as a marketing area 16
- 2. Implementation of territorial marketing in Poland 19**
 - 2.1. Territorial unit as a marketing product 19
 - 2.2. Institutional system supporting system territorial marketing 24
 - 2.2.1. Central institutions 24
 - 2.2.2. Regional institutions 28
 - 2.2.3. Local institutions 29
 - 2.3. Organisation of marketing activity at the level of territorial unit 32
- 3. State marketing 37**
 - 3.1. Nation branding..... 37
 - 3.2. Country image 41
 - 3.3. Country-of-origin effect 44
 - 3.4 Branding action measurement in nation marketing 51
 - 3.4.1 Anholt-GfK Roper Nation Brands Index (formerly: Nation Brands Index) 52
 - 3.5. Corporate identity. France 54
- 4. Marketing of cities 59**
 - 4.1. City – definition and functions 59
 - 4.2. City users..... 62
 - 4.3. City as a product..... 67
 - 4.3. Extended product – city identity 70
 - 4.4. City as a brand 76
 - 4.5. Polish city branding – description of actions..... 87
- 5. Regional products 91**

6. Creative industries and territorial marketing	
– <i>gmina</i> Pacanów and Koziółek Matolek	95
6.1. Information on <i>gmina</i>	95
6.2. Information on economic situation of the Koziółek Matolek	
European Tale Centre in Pacanów	99
6.3. Notions and terminology	101
6.4. Relationships between activities carried out by cultural institutions	
and the region's economy	103
6.5. Directions of impact of cultural institutions on the region	108
Annex	113
Appendix 1. Ranking of effectiveness of the Regional Tourist Organisations	113
Bibliography	121