



Total Destination Management

News Release

New Book Designed to Improve the Competitiveness of Small Cities

Media Contact: Joan Winder (503) 692 4603
sales@destinationbranding.com

Portland, OR. – Seventy percent or more of America’s 22,000 incorporated cities have no image in the public mind, observes recognized place marketing expert Bill Baker, in his new book, *Destination Branding for Small Cities*.

“Today, places of all sizes, whether they are regions, cities, downtowns, districts or byways are in fierce competition with each other. They are battling for visitors, talented people, investors and new businesses. Embracing the principles of branding is the most effective approach for these places to stand out in ways that matter, says the internationally-recognized expert.

In *Destination Branding for Small Cities*, Baker shows readers how to orchestrate a successful place brand in seven easy steps for tourism , economic development or both. This must read primer demystifies branding, demonstrates how to reveal a destination brand, and provides real world examples, as well as affordable, proven tools, templates, and checklists.

Baker said “After decades in destination marketing and branding, I was driven to write the kind of book that I would liked to have had years ago. I am delighted that it has done that.”

Reyn Bowman, President of Durham (NC) Convention & Visitors Bureau says, “This book will be a shock for people who think a brand is simply a logo. This is a huge contribution that if used will empower any community of any size to distill a brand that works. I only wish I had had such a tool when I began branding places as a profession more than 30 years ago.”

Destination Branding for Small Cities is available from Amazon and destinationbranding.com, list price \$24.95. For more information or to interview Bill Baker, call 503 692-4603 (9-5 Pacific Time) or email sales@destinationbranding.com

About the Author

Bill Baker is President of Total Destination Management, based in Portland and is recognized internationally for his pioneer work in creating brand strategies for destinations of all sizes, ranging from nations to small cities. He has more than 30 years destination branding and marketing experience in 25 countries and has been directly involved in some of the most respected and successful destination branding campaigns in the USA, Europe and Australia, including Australia’s iconic “Slip Another Shrimp on the Barbie” campaign for Australia.

About the Book

Destination Branding for Small Cities

Pages: 192

Publisher: Creative Leap Books

ISBN 978-0-9797076-0-5

List Price: \$24.95

Available from: www.DestinationBranding.com and Amazon.com