



# Place Management: New Roles for Place Managers in Rebuilding European Wealth

*Christer Asplund, Jacob Ikkala*

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In the first book about the importance of European place managers, Christer Asplund offers real advice from 35 years' international involvement in the development of thriving places and regions. The book is published at a crucial time for Europe, when the attention of local and regional leaders is focused on the economic development of distinct places. The book deals with professional management and direction for regional and local growth. Why is the professional place manager so important for economic growth? Christer Asplund, one of Europe's leading authorities on place management, demonstrates how successful place development and place marketing is shaped by the professional place manager. Asplund builds upon his ground-breaking work with Professor Philip Kotler on marketing places and shows that the winners of the future will be those that understand the vital importance of the place manager. The book is essential reading for decision-makers who are directly or indirectly instrumental in local and regional development, such as leading politicians and senior officials in government, the local community and academia, as well as company directors, managers and business developers. Place management is a relatively new concept for people who perhaps do not think of themselves as place managers, but who have in reality a vital role in the development of a place.

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