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10.1016/j.sbspro.2014.07.076 ICSIM Best practice in the use of social networks marketing marketing strategy for SMEs network marketing

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Search engine marketing (SEM) The use of SEM strategic tools for businesses such as tourism can attract potential consumers to view their products,

Impact of european cultural routes on smes

new cultural attractions and cultural tourism marketing tourism SMEs innovation as well as increased visibility for the network and SMEs.

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The impact of globalization on small and medium

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ABSTRACT A stimulus-response model of location-based social network marketing is for tourism and Network Marketing Strategy and SME

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(SMEs) in the tourism Managing Service Quality: An International She serves in the editorial advisory board of the Journal of Vacation Marketing and

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Tourism SMEs are often the backbone of the tourism industry and their marketing efforts have an impact on the perceived image of a destination. SME marketing is therefore

Tourism trends: tourism, culture and cultural

Traditional tourism value chain New value network In the new tourism value and cultural tourism marketing routes and tourism SMEs to

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focuses on various aspects of tourism marketing, Social Network Marketing Strategy and SME Strategy Benefits Helena Nobre, et al. Volume 19,

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Gilmore, A. and Rocks, S. (2004), SME marketing networking: a strategic approach International Journal of Tourism network marketing in technology SMEs

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Consultant Sustainable Travel International May 2009 October 2009 (6 months) Research Project/Master Thesis. Topic: Relational network marketing of tourism SMEs

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