

Improvement of the architecture of territorial brands in current conditions

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Abstract

© Medwell Journals, 2018. This study describes the creation and promotion of territorial brands as well as the formation of the effective architecture in the modern world. Basic definitions of the territorial brand and regional branding and more developed formulations of the above categories. Describes the main theoretical principles of architecture of a local brand. Selected fundamental principles that should guide the creation and promotion of territorial brands. Much attention is paid to the formation processes of territorial brands on the example of Republic of Tatarstan.

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Keywords

Architecture of a local brand, Domestic tourism, Processes, Promotion, Territorial brand regional branding

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