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Marketing Public Transport
 International Conference
 Barcelona, 29-31 October 2001

- Paul AMLANI-HATCHER: "A brand strategy for London Underground" (6th session)
- Bernard AVEROUS: "Un nouveau professionnalisme pour les agents des transports publics" (1^{ère} session) + Powerpoint presentation (E) + Powerpoint presentation (F)
- Milena BODMER: "All allied to fight public transport's perceived decline: relationship marketing in Brazil" (4th session)
- Alain BOURION : "Comment offrir un service uniforme et garanti à la clientèle : le concept de service" (1^{ère} session)
- Jorge CARLES TOLRA: "Sociological marketing: marketing that doesn't want to sell" (6th session)
- Abelardo CARRILLO JIMENEZ: "Marketing in public transport. the example of Cercanias" (5th session) + Powerpoint presentation
- Joachim de BOOR : "Qualität im ÖPNV produzieren und anbieten: Eine kulturelle Revolution" (2. Sitzung) + Powerpoint presentation
- D.J. EADIE : "Intermodal public transport information call centre: the Cape Town experience" (4th session)
- Pierre GIARD : "Soyons à l'écoute des clients" (2^{ème} session)
- Michel HIRSIG : "Marketing-Mix can be an evolutive tool" (3rd session) + powerpoint presentation
- Heino MÜLLER : " Das Management der Kundenbeziehungen ist nicht nur eine Modeerscheinung" (3. Sitzung) + powerpoint presentation
- Claudio CLARONI & Franco GAZZOTTI: "Client market of the public transport in Bologna" (5th session)
- Michael NESSLER: "Nachtbus: mit dem Bus in Hamburg von Club zu Club" (3. Sitzung) + powerpoint presentation
- Kirsti NØST: "What marketing does for public transport?" (1st session)
- Andrew ROLF: " Service Delivery Standards in London Underground" (1st session) + powerpoint presentation
- Antonio SUAREZ: "How Fare Policy Innovations and Skilled Marketing Yielded Unprecedented Ridership Gains for MTA New York City Transit" (5th session)
- Patrick VAUTIER: "Du marketing promotionnel au marketing concurrentiel" (4^{ème} session) + powerpoint presentation (1) + powerpoint presentation (2)
- Jeny YEUNG: "Pokemon redemption for patronage improvement" (6th session) + powerpoint presentation