INVESTMENT AND PROMOTION AS A FINANCIAL ASPECTS OF COMPETITIVENESS OF CITIES

Summary

The paper presents the rules of image creation of cities. The cities play significant role in building the economy based on knowledge providing the highest technological and scientific potential. The main attention is put on financial aspects of competitiveness growth. Author presents definitions and meaning of territorial units competitiveness mainly of the local level and the competitiveness factors. The article describes financial aspects which the cities Kolobrzeg and Międzyzdroje are using to rise of their competitiveness.

Translated by Emilia Barej