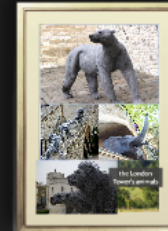




# Tower Of London Marketing Management Case Solution

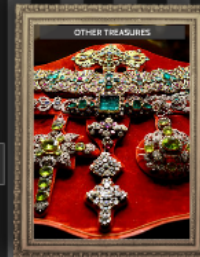
TheCaseSolutions.com



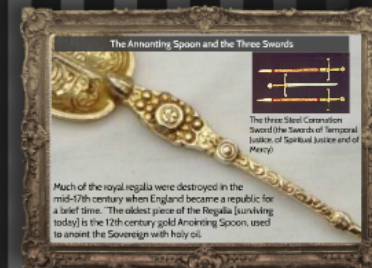
Small text block, likely a caption or note related to the 'Portico pictures and photos' image.



Small text block, likely a caption or note related to 'The Crown Jewels' image.



Small text block, likely a caption or note related to 'OTHER TREASURES' image.



# Tower Of London Marketing Management Case Solution

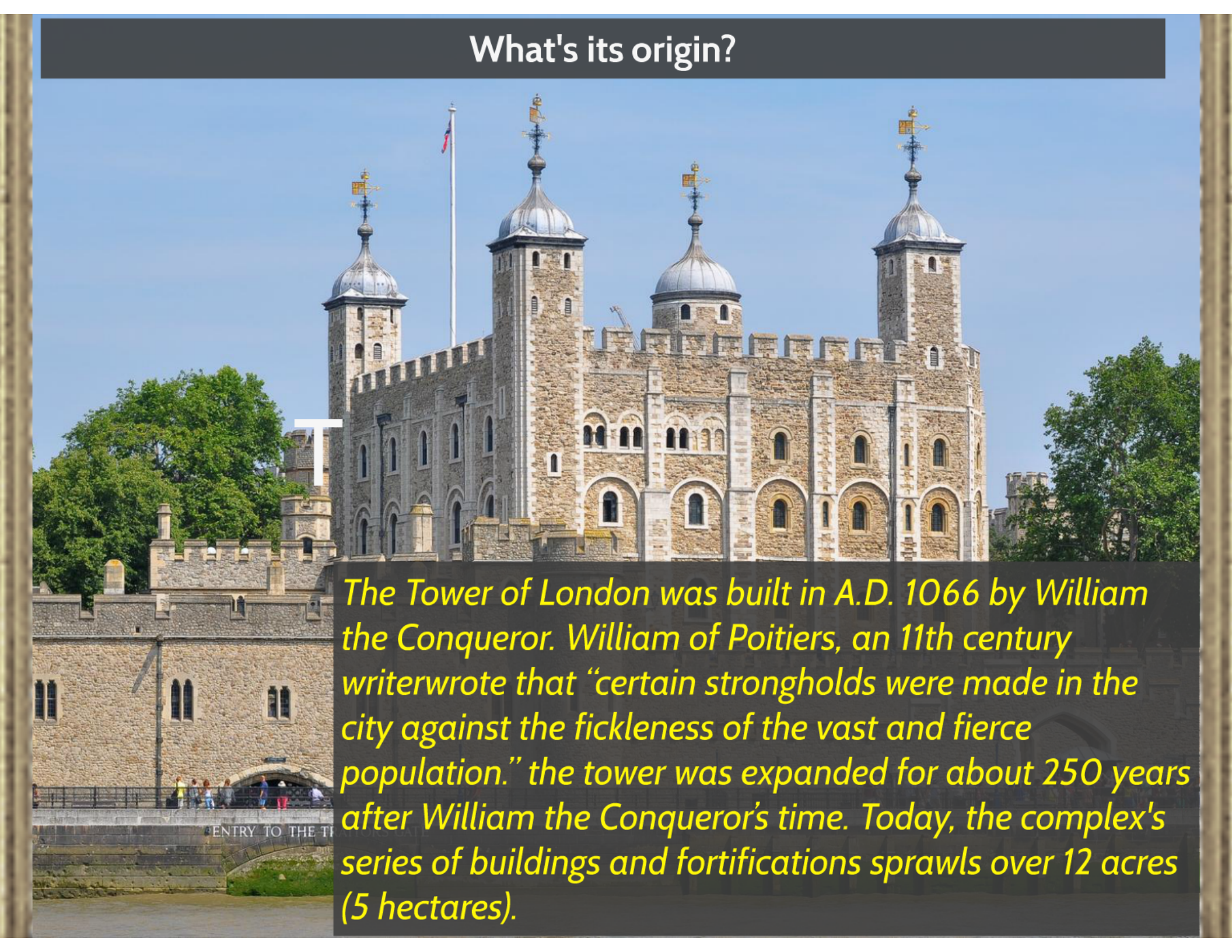
TheCaseSolutions.com



# Tower Of London Marketing Management Case Solution



## What's its origin?



*The Tower of London was built in A.D. 1066 by William the Conqueror. William of Poitiers, an 11th century writer wrote that “certain strongholds were made in the city against the fickleness of the vast and fierce population.” the tower was expanded for about 250 years after William the Conqueror’s time. Today, the complex's series of buildings and fortifications sprawls over 12 acres (5 hectares).*



# Where is it?



SUBWAY

Torre di Londra

A100

The Medieval B...

idge Pier

Thames

London Bridge Pier

Tower Bridge  
Exhibition Offices

Tower Bridge

Google



# Famous prisoners and torture





## *The Tower as a prison*

Throughout its history the tower was used to imprison a wide range of prisoners. The two young princes, Edward and Richard, ages 12 and 9, who were the sons of Edward IV, were imprisoned by Richard III; two of Henry VIII's wives, Anne Boleyn and Katherine Howard, were both imprisoned and later executed; Another notable prisoner was Guy Fawkes, who in 1605 attempted to blow up the House of Lords. The last prisoner was Rudolf Hess, Hitler's deputy.

## The Crown Jewelers



### *The most popular*

Today, the crown jewels are one of the most popular attractions at the Tower of London. The jewels include the crowns worn by the monarch at coronation and at the opening of Parliament.

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House of Lords,  
ity.