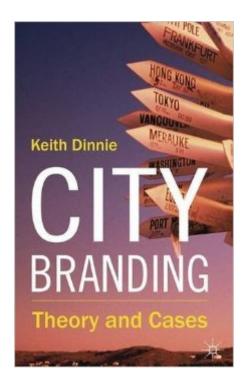
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City Branding: Theory And Cases





Synopsis

The practice of city branding is being adopted by increasing numbers of city authorities around the world and it is having a direct impact on public and private sector practice. The author captures this emerging phenomenon in a way that blends a solid theoretical and conceptual underpinning together with relevant real life cases.

Book Information

Hardcover: 239 pages Publisher: Palgrave Macmillan; 2011 edition (January 15, 2011) Language: English ISBN-10: 9780230241855 ISBN-13: 978-0230241855 ASIN: 0230241859 Product Dimensions: 6.4 x 0.8 x 9.5 inches Shipping Weight: 1.2 pounds (View shipping rates and policies) Average Customer Review: 4.5 out of 5 stars Â See all reviews (2 customer reviews) Best Sellers Rank: #1,322,303 in Books (See Top 100 in Books) #259 in Books > Business & Money > Economics > Urban & Regional #268 in Books > Business & Money > Marketing & Sales > Marketing > Industrial #270 in Books > Politics & Social Sciences > Politics & Government > United States > Local

Customer Reviews

Quite good book, It has many cases of different dities in different contexts which is key If you want to Study place marketing in a broader context. The theory is good in an introductory manner, It could be more elaborated in some cases but as a tool to begin working with good background in place marketing, it's a must have.

Excellent book.Very clear explanation about marketing and metropolises; with all the information you need to understand this topic.Full of good cases of study.

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