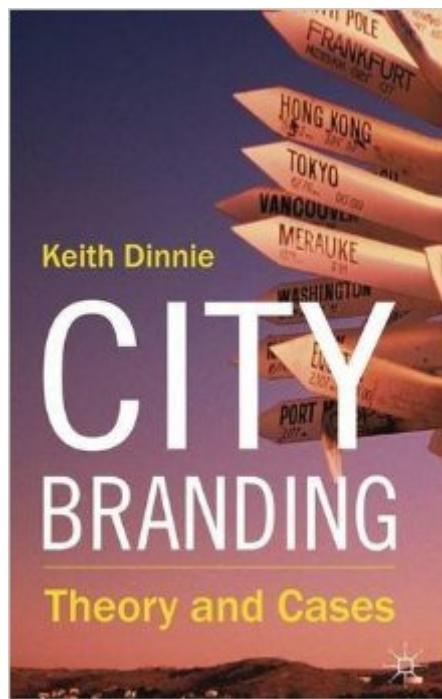


The book was found

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

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Customer Reviews

Quite good book, It has many cases of different cities 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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