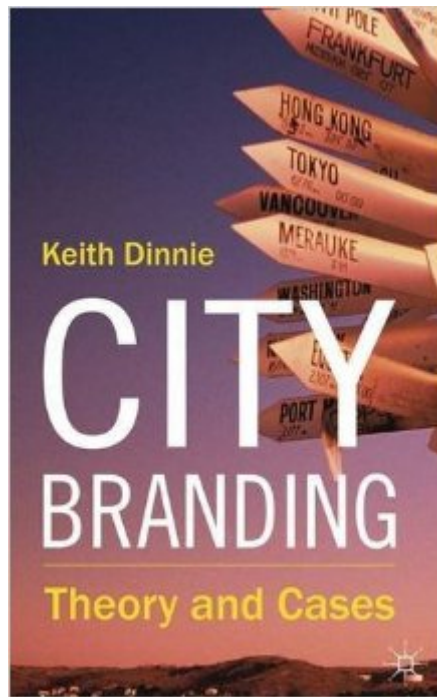


The book was found

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

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 starsÂ Â See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #1,322,303 in Books (See Top 100 in Books) #259 inÂ Books > Business & Money > Economics > Urban & Regional #268 inÂ Books > Business & Money > Marketing & Sales > Marketing > Industrial #270 inÂ Books > Politics & Social Sciences > Politics & Government > United States > Local

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.

[Download to continue reading...](#)

City Branding: Theory and Cases Brand/Story: Cases and Explorations in Fashion Branding The United States v. Nixon: The Watergate Scandal and Limits to US Presidential Power (Landmark Supreme Court Cases) (Landmark Supreme Court Cases (Abdo)) Financial Accounting Theory and

Analysis: Text and Cases Global Marketing: Contemporary Theory, Practice, and Cases Strategic Management: Theory & Cases: An Integrated Approach Atomic Marbles and Branding Irons: Museums, Collections, and Curiosities in Washington and Oregon Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Yo (Volume 1) Architect and Entrepreneur: A Field Guide: Building, Branding, and Marketing Your Startup Design Business Best Practices for Graphic Designers, Color Works: Right Ways of Applying Color in Branding, Wayfinding, Information Design, Digital Environments and Pretty Much Everywhere Else Archetypes in Branding: A Toolkit for Creatives and Strategists Primal Branding: Create Zealots for Your Brand, Your Company, and Your Future SharePoint 2013 Branding and User Interface Design How to Start a Band: An Essential Guide to Starting a Band, Branding Your Style, Landing Gigs, and Attracting Fans - (How to Make a Band | How to Form a Band | How to Manage a Band) Branding Post-Communist Nations: Marketizing National Identities in the "New" Europe (Routledge Research in Cultural and Media Studies) The A-Z of .co.uk FBA: A step-by-step guide to branding, sourcing and selling private-label FBA products on 's UK website Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding Smartypants Branding: The Ultimate Guide for Women Entrepreneurs to Getting Recognized, Being Remembered, and Making More Money in Business

[Dmca](#)