



Keith Dinnie

CITY BRANDING

Theory and Cases



City Branding: Theory and Cases, Keith Dinnie, Palgrave Macmillan, 2011, 0230241859, 9780230241855, 239 pages. 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. This emerging phenomenon is captured with contributions from international place branding experts, in a way that blends a solid theoretical and conceptual underpinning together with relevant real life cases. This is a highly focused, yet broad and comprehensive, city branding text that is strong both in theory and practice. .

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Building Brand Value the Playboy Way , Susan Gunelius, 2009, Business & Economics, 188 pages. With \$8000 and a dream to create a men's lifestyle magazine that he would like to read, Hugh Hefner put together the first issue of Playboy magazine on his kitchen table. Over

Tourism and the Branded City Film and Identity on the Pacific Rim, Stephanie Donald, John G. Gammack, Jan 1, 2007, Science, 216 pages. Comparing the major Pacific Rim cities of Sydney, Hong Kong and Shanghai, this book examines world city branding. Using an interdisciplinary approach, it draws in cultural

Events Management , Peter Robinson, Debra Wale, Geoff Dickson, 2010, Business & Economics, 252 pages. Event management studies are fast growing in popularity, covering a diverse range of activities such as music and film festivals, concerts, sporting events and conferences

City Branding Image Building & Building Images, VĐ“Â©ronique Patteeuw, 2002, , 173 pages. Ever since the Guggenheim Museum put Bilbao in the international spotlight, cities everywhere have been seeking to etch themselves into the world map with a sophisticated

New Mega Trends Implications for Our Future Lives, Sarwant Singh, Sep 28, 2012, Business & Economics, 278 pages. YOUR GUIDE TO A FULFILLING BUSINESS AND PERSONAL FUTURE Based on research by one of the world's largest growth-consulting companies, New Mega Trends identifies the ten most

Events Management , , 2011, Business & Economics, 739 pages. Exploring the concepts involved in planning events, this study is designed to develop an understanding of the key issues which include: management, logistics, staging

Competitive Identity The New Brand Management for Nations, Cities and Regions, Simon Anholt, 2006, Business & Economics, 149 pages. Ever since Simon Anholt coined the phrase "Nation Branding", there has been more and more interest in the idea that countries, cities and regions can build and manage their

Inside City Tourism A European Perspective, John Heeley, 2011, Business & Economics, 167 pages. Cities are the dominant geographical focus of business and leisure tourism travel, and cities everywhere are regenerating and reinventing themselves so as to attract visitors

Information Communication Technologies and City Marketing Digital Opportunities for Cities Around the World, Mila GascĐ“Ñ– HernĐ“ĐŽndez, Teresa Torres-Coronas, Jan 1, 2009, Business & Economics, 417 pages. Examines how ICTs contribute to the development of city marketing strategies to enhance local socio-economic development. Covers topics such as city branding, export promotion

Brand is a Four Letter Word Positioning and the Real Art of Marketing, Austin McGhie, 2012, Business & Economics, 281 pages. Argues that to achieve success the focus of marketers should be on positioning and that branding is a product of marketplace response..

Event Management and Sustainability , Razaq Raj, James Musgrave, 2009, Electronic books, 266 pages. Sustainable management is an important consideration for businesses and organisations,

and the enormous number of tourism events taking place requiring facilities, power

Brand Aesthetics , Gerald Mazzalovo, Jul 24, 2012, Business & Economics, 248 pages. Consumption is going aesthetic. The attention devoted to the formal aspect of products and services has become central to building the competitiveness of enterprises, as

The New Language of Marketing 2.0 , Carter Sandy, Sep 1, 2008, Internet marketing, 512 pages. .

Destination Branding for Small Cities The Essentials for Successful Place Branding, Bill Baker, Jan 1, 2007, Business & Economics, 191 pages. Branding is one of today's hottest and most misunderstood destination marketing concepts. Baker provides much needed clarity and shows how to develop a successful brand strategy

Selling the city marketing approaches in public sector urban planning, Gregory John Ashworth, Henk Voogd, 1990, Political Science, 177 pages. .

Bloomberg's New York Class and Governance in the Luxury City, Julian Brash, 2011, Political Science, 342 pages. New York mayor Michael Bloomberg claims to run the city like a business. In Bloomberg's New York, Julian Brash applies methods from anthropology, geography, and other social

Place Branding Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced, Robert Govers, Frank M. Go, Jan 1, 2009, Business & Economics, 339 pages. The topic of place branding is moving from infancy to adolescence. Many cities, and nations have already established their place brand and this well documented new book brings

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