



## City Branding: Theory and Cases

By K. Dinnie

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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.

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## **City Branding: Theory and Cases By K. Dinnie Bibliography**

- Sales Rank: #1456131 in Books
- Published on: 2011-01-15
- Released on: 2011-01-04
- Original language: English
- Number of items: 1
- Dimensions: 9.48" h x .84" w x 6.38" l, 1.19 pounds
- Binding: Hardcover
- 239 pages

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### Editorial Review

#### Review

'City Branding Theory and Cases offers a fascinating glimpse into the multidisciplinary world of branding theory and practice applied to urban environments. This book sets a major benchmark in the development of branding as a field of knowledge and will inform urban management research agendas and policy making worldwide in this new millennium.' - Dr Andres Coca-Stefaniak, Editor-in-Chief, Journal of Town & City Management

'This is an important book which gives a tremendous wealth of well-researched insights into the practice of city branding. By drawing upon a range of contributors from diverse theoretical backgrounds, it provides a holistic view and makes a significant contribution to the emerging field of city branding. This book is set to become a must-have for anyone involved in place branding.' - Dr Teemu Moilanen, place branding specialist and author of How to Brand Nations, Cities and Destinations

'In a global world, cities are increasingly seeking differentiation through brand strategies. This book not only offers an original approach to city brand theory, but also provides illustrative examples through a showcase of cities across the world as a means to better understand this novel form of branding.' - Dr Edgar Centeno, Monterrey Institute of Technology Mexico; Place Branding and Public Diplomacy Regional Editor for the Americas and the Caribbean

#### About the Author

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