

1. Record Nr.	UNINA9910298506603321
Titolo	Rethinking place branding : comprehensive brand development for cities and regions / / Mihalis Kavaratzis, Gary Warnaby, Gregory J. Ashworth, editors.
Pubbl/distr/stampa	Cham, : Springer, 2015
ISBN	9783319124247 : (ebk : EbookCentral)
Descrizione fisica	252p
Altri autori (Persone)	KavaratzisMihalis WarnabyGary AshworthG. J (Gregory John)
Disciplina	330 338.9 658.8 710
Soggetti	Marketing Regional economics Space in economics Regional planning City planning Architecture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	<p>As Place Branding has become a widely established but contested practice, there is a dire need to rethink its theoretical foundations and its contribution to development and to re-assert its future. This important new book advances understanding of place branding through its holistic, critical and evidence-based approach. Contributions by world-leading specialists explore a series of crucially significant issues and demonstrate how place branding will contribute more to cultural, economic and social development in the future. The theoretical analysis and illustrative practical examples in combination with the accessible style make the book an indispensable reading for</p>

anyone involved in the field.'
