

1. Record Nr.	UNINA9910679283503321
Titolo	Place branding
Pubbl/distr/stampa	London, : Henry Stewart Publications, ©2004-
ISSN	1744-070X
Descrizione fisica	2 volumes ; ; 27 cm
Disciplina	338.9
Soggetti	Branding (Marketing) City promotion Marketing - Management Place marketing - Management Trademarks Communication in regional planning Villes - Marketing Marketing territorial - Gestion Marques de commerce Communication en aménagement du territoire Stratégie de marque Marketing - Gestion Periodicals.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed Published: Palgrave Macmillan LTD. <Oct. 2006->