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Nota di contenuto	Identity by Invocation or by Design? How Planning is Conjuring up a New Identity for Malmo Confessions of a Place Marketer
Sommario/riassunto	Urban mindscapes are structures of thinking about a city, built on conceptualisations of the city's physical landscape as well as on its image as transported through cultural representation, memory and imagination. This book pursues three main strands of inquiry in its exploration of these 'landscapes of the mind' in a European context. The first strand concerns the theory and methodology of researching urban mindscapes and urban 'imaginaries'. The second strand investigates some of the representations, symbols and collective images that feed into our understanding of European cities. It discusses representations of the city in literature, film, television and other cultural forms, which, in James Donald's phrase, constitute 'archives of urban images'. The third and last section of the volume concentrates on the relationship between the collective mindscapes of cities, urban policy and the practice of city marketing.

