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Altri autori (Persone)	KlijnErik-Hans
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The rise of branding in governance processes -- The many faces of branding: definitions, functions, and forms -- Branding to influence perceptions about policy problems and solutions -- Branding to activate, motivate, and bind stakeholders in governance processes -- Brands and the media: communicating with the outside world -- Branding as governance strategy -- Risks and limits of branding -- Brands and governance: towards interactive forms of branding.
Sommario/riassunto	Politicians and public managers utilize branding to communicate with the public as well as to position themselves within the ever-present media now so central to political and administrative life. They must further contend with stakeholders holding contradictory opinions about the nature of a problem, the desirable solutions , and the values at stake. Branding is used as a strategy to manage perceptions, motivate stakeholders, communicate clear messages in the media, and position

policies and projects. Brands have a unique ability to simplify such messages and motivate different actors to i
