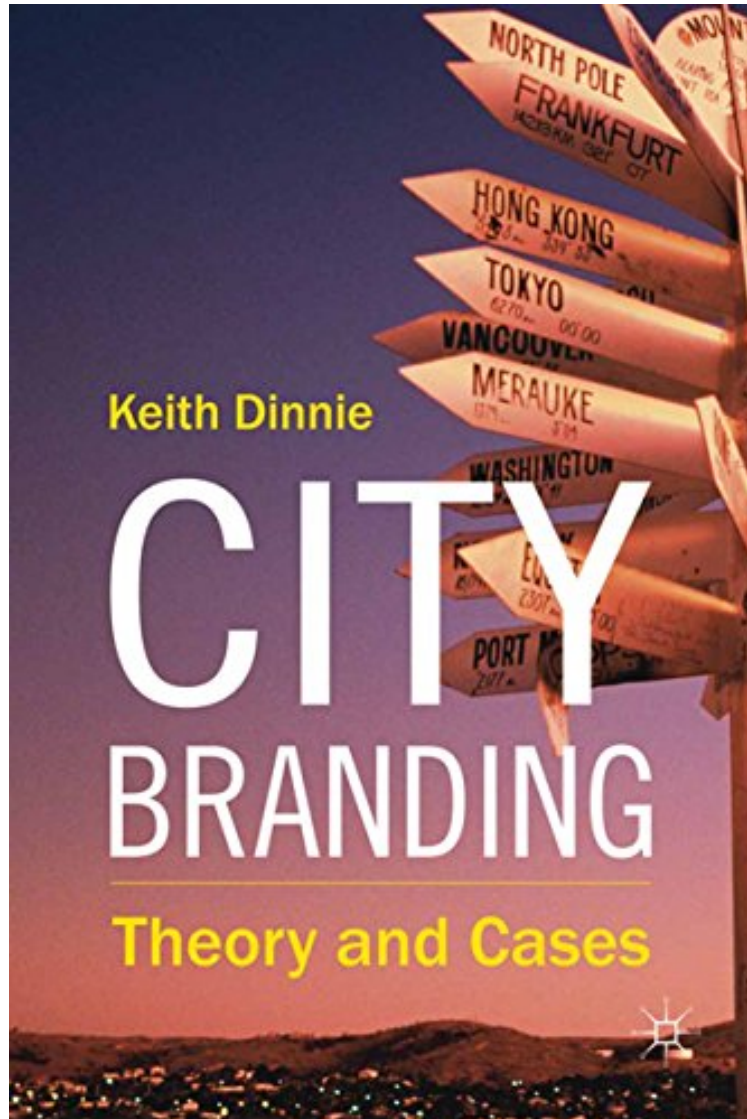


## City Branding: Theory and Cases

*K. Dinnie*

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'City Branding ndash; 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 nbsp; '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 nbsp; '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 CaribbeanAbout the AuthorJUAN CARLOS BELLOSO Consultant, Barcelona, Spain PEGGY BENDEL President, Bendel Communications International, New York City United States JARED BRAITERMAN Founder of Tokyo Green Space, Research Fellow at the Tokyo University of Agriculture, Council on Foreign Relations Hitachi International Affairs Fellow, Tokyo, Japan ANTHONY EBOW SPIO Lecturer, Ashesi University College, Accra, Ghana MAGDALENA FLOREK Poznan University of Economics, Poland JOAO FREIRE Consultant, Brandia Central, Lisbon, Portugal MARIA FOLA Consultant, Athens, Greece ROBERT GOVERS Adjunct Associate Professor, Consortium University of Leuven, Belgium PABLO HARTMANN Professor, ORT University, Montevideo, Uruguay GERT-JAN HOSPERS Professor in City and Regional Marketing (RU), University of Twente, The Netherlands BENGTT-ARNE HULLEMAN Protocol Officer of the International Criminal Court, The Hague The Netherlands ANDREA INSCH Senior Lecturer, Otago University, New Zealand JEAN-NOEL KAPFERER Professor, HEC Paris, France ROLAND KELTS Writer, New York City, United States GREG KERR University of Wollongong, Australia KIM YOU KYUNG Professor, Hankuk University of Foreign Studies, Seoul, South Korea FREEMAN LAU and ANGELICA LEUNG Design Consultants, Hong Kong THERESA LOO Strategic Planning Director for China at Mediaedgeia, Beijing, China Geoff Parmenter, Chief Executive Officer of Events NSW, Brand Sydney Project Team Australia TC MELEWAR Professor, Zurich University of Applied Sciences, Switzerland ALAN C. MIDDLETON Executive Director, Schulich School of Business Executive Development Program, Canada GHAZALI MUSA Head of Department of Marketing, University of Malaya, Kuala Lumpur, Malaysia SATISH NAIR NIRMA University, Gujarat, India CAN-SENG OOI Associate Professor, Copenhagen Business School, Denmark ANDREW STEVENS Research Manager, Japan Local Government Centre, United Kingdom RICHARD TELLSTROM Senior Lecturer, Orebro University, Sweden SICCO VAN GELDER Founder, Placebrands Consultancy, The Netherlands KENNETH WARDROP Head of Destination Edinburgh Marketing Alliance, Edinburgh, Scotland