

## City Branding Theory And Cases

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The city branding phenomenon is captured in City Branding: Theory and Cases (Palgrave Macmillan, 2010) through a blend of solid theoretical and conceptual underpinning together with relevant real life cases. Edited by Dr Keith Dinnie, there are contributions from several international place branding experts. This book is a highly focused, yet broad and comprehensive, text that is strong both in theory and practice.

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City Branding Theory And Cases

City branding case studies and examples are among the most popular articles published by The Place Brand Observer – which is hardly surprising considering the growing competition between cities around the world for talent, investors, visitors and students. Alas, developing a feasible place brand strategy for cities, neighborhoods or urban regions isn't easy.

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