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Development of branding as a field of knowledge and will inform urban management research agendas and policy making worldwide in this new millennium.'

City Branding: Amazon.co.uk:

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throughout the world attempt
to manage city brands for
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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

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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

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which we have covered widely

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