

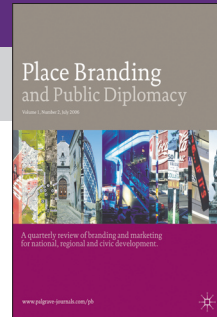
Place Branding and Public Diplomacy

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Aims and Scope:

Place Branding and Public Diplomacy concentrates on the practice of applying brand strategy and other marketing techniques and disciplines to the economic, social, political and cultural development of cities, regions and countries. Its scope and reach is global and culturally unbiased. Its primary objective is to broaden the understanding of the nature, purposes and benefits of place branding and to demonstrate how place branding strategies are implemented in practice.

Place Branding and Public Diplomacy is a publication which is relevant to the needs of place branding practitioners, policy makers, and researchers. It was designed first and foremost as a review that would attract submissions and be read by both practitioners and researchers. It provides researchers as well as ministries, governments, civil servants, agencies, and consultants with the latest thinking and most valuable lessons on how places can better manage their images for economic, social and cultural development.

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