

# Rethinking Place Branding: Comprehensive Brand Development For Cities And Regions

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## **Gary warnaby (editor of rethinking place branding)**

Gary Warnaby is the author of Relationship Marketing (0.0 avg rating, 0 ratings, 0 reviews, published 2010), Rethinking Place Branding (5.00 avg rating,

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Nov 07, 2013 "City branding: The Case of Barcelona" is a G+ Hangout coordinated by the Public Diplomacy Council of Catalonia (www.diplocat.cat) to address and debate

## **Recommended books on place branding - the place**

Rethinking Place Branding: Comprehensive Brand Development for Cities and Regions. Mihalis Kavaratzis, Gary Warnaby, Gregory Ashworth (Eds. 2014, Springer)

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Rethinking Place Branding: Comprehensive Brand Development for Cities and Regions place branding specialist and author of How to Brand Nations,

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Publication Date: Dec 31, 2014 Publication Name: Rethinking Place Branding: Comprehensive Brand Development for Cities and Regions

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Genre/Form: Electronic books: Additional Physical Format: Print version: Kavaratzis, Mihalis. Rethinking place branding. Cham : Springer, [2015] (DLC) 2014956196

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**Robert governs - academia.edu**

(Robert Govers is an independent advisor for national, Rethinking Place Branding: Comprehensive Brand Development for Cities and Regions .

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