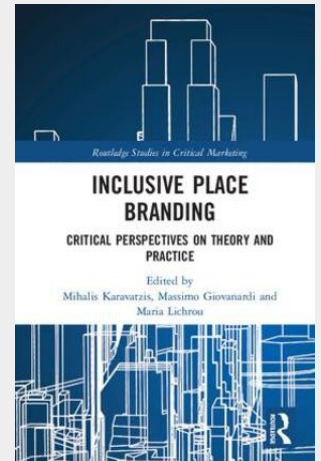


Karavatzis / Giovanardi / Lichrou

Inclusive Place Branding

Critical Perspectives on Theory and Practice

Place branding is often a response to inter-place competition and discussed as if it operated in a vacuum, ignoring the needs of local communities. It has developed a set of methods – catchy slogans, colourful logos, 'star-architects', bidding for City of Culture status etc. – that are applied as quick-fix solutions regardless of geographical and socio-political contexts. Critical views of place branding are emerging which focus on its unexplored consequences on the physical and social fabric of places. These more critical approaches reveal place branding as an essentially political activity, serving hidden agendas and marginalizing social groups. Scholars and practitioners can no longer ignore the need for more responsible and socially sensitive approaches to cater for a wider range of stakeholders, and which fully acknowledge the importance of resident participation in decision-making. The contributions in this innovative book set out to introduce new critical ways of thinking around place branding and practices that encourage it to be more inclusive and participatory. It will be of interest to researchers and advanced students of branding, critical marketing, and destination marketing as well as critical tourism and environmental design.



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