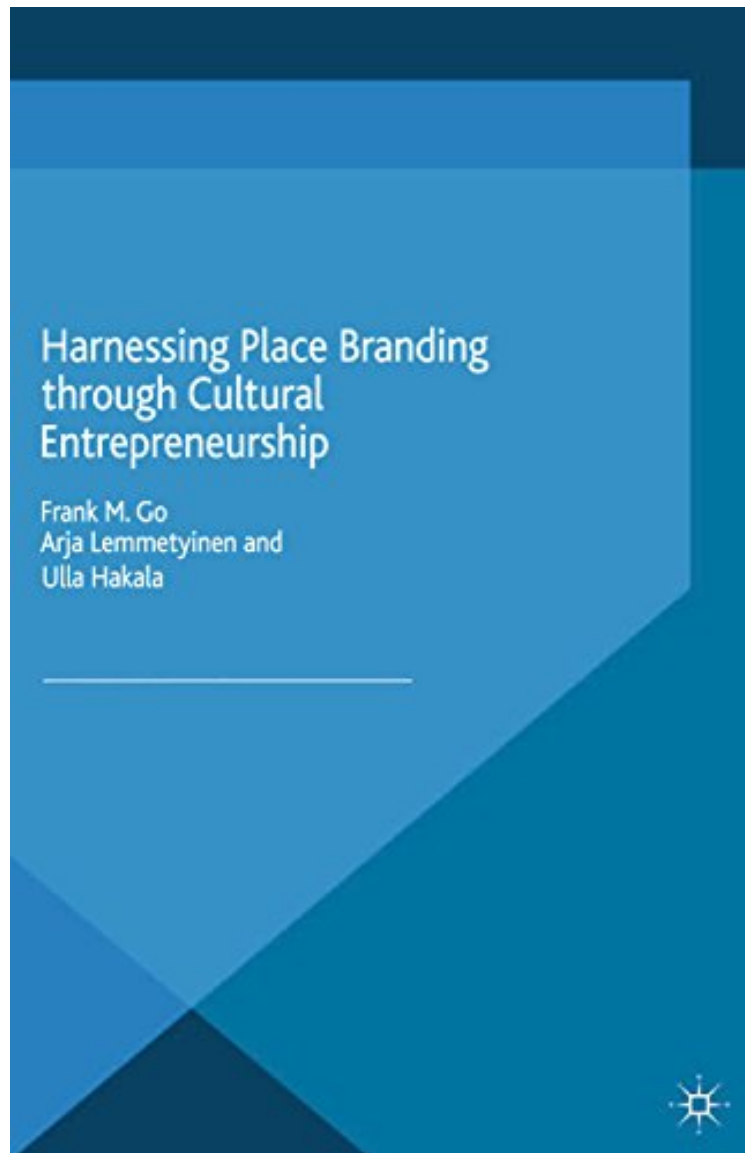


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# Harnessing Place Branding through Cultural Entrepreneurship

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**From Palgrave Macmillan :** **Harnessing Place Branding through Cultural Entrepreneurship** before purchasing it in order to gauge whether or not it would be worth my time, and all praised **Harnessing Place Branding through Cultural Entrepreneurship**:

This book draws together three overlapping relationships and knowledge domains. These are the cultural entrepreneurship/creative industries, the public and/or private philanthropic contributions that have funded artistic

production and the preservation and presentation of place brands as a mechanism to revitalize local economies and communities.

About the Author Frank M. Go is Professor Emeritus of the Erasmus University where he held the Bewetour chair of tourism marketing at the Rotterdam School of Management and sits on the Advisory Board of Media Tenor and Customer Connection. An editorial board member of eight international journals, he has published the Economist Intelligence Unit publications, Journal of Brand Management, Journal of Place Branding and Public Diplomacy, Journal of Travel Research, Journal of Travel and Tourism Marketing, Annals of Tourism Research, Tourism Management, Information Technology and Tourism. He is co-editor of the International Place Branding Yearbook series (2010, 2011 and 2012) and co-author of Place Branding (2009). Arja Lemmetyinen is a senior researcher at the Turku School of Economics, University of Turku, Finland. Her research interest lies in the field of network management and value creation in networks. Her research focuses on place branding and brand management, and her research interests include cultural tourism and creative economy. Arja has published widely, including the International Place Branding Yearbook series, Journal of Brand Management, Marketing Intelligence Planning, Journal of Place Branding and Public Diplomacy, Scandinavian Journal of Hospitality and Tourism, Tourism Management and Tourism. Ulla Hakala is a lecturer in Marketing at the Turku School of Economics, University of Turku, Finland. Her research interests include marketing communications and branding. Her current research focuses on city branding, country image, brand equity and TOMA, brand heritage and cultural heritage, and cultural differences in brand perceptions. She has published articles in Journal of Product and Brand Management, Place Branding and Public Diplomacy, Marketing Intelligence and Planning, and Tourism as well as the International Place Branding Yearbook series. She co-edited a special issue in the Journal of Place Branding and Public Diplomacy together with Frank Go and Arja Lemmetyinen.