

A Research Agenda for Place Branding

Elgar Research Agendas

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This cutting-edge Research Agenda for Place Branding explores ideas and debates that inform a refreshing take on the future of place branding and marketing. It argues that we are at a juncture where the logical and sensible step is to push the ‘reset button’ on such activity and fully reconsider its purpose and goals.

‘Most key themes of interest to anyone involved in place branding research are covered in the governance, contexts and experiences sections, and along with the key grounding issues, the book contains some very insightful case studies. In the final chapter, Stephen Brown recognises that while place branding may have peaked, we now see more of a focus on destination demarketing. This book is therefore very timely. Since global tourism was devastated in 2020 and places seek to recover from the COVID-19 pandemic, a more considered research agenda as outlined in this book may lead to places being better managed with a focus more on sufficiency than growth, so we do not face a need for destination demarketing again.’

– Heather Skinner, Manchester Metropolitan University, UK

‘At last, a truly critical book on a highly controversial matter, with a broad range of contributions from geography, marketing, politics and beyond. One of its many merits is the juxtaposition of contrasting perspectives: from those who see place branding as a means of improving places, to others who consider it just another tool of the neoliberal project. This volume is an indispensable reference work for anybody who wants to understand the development, limitations, and potential research agendas of this “discipline”.’

– Ares Kalandides, Manchester Metropolitan University, UK

‘A Research Agenda for Place Branding is not only the title of this book – but is also much needed. While in recent decades we created common ground and shared definitions (or at least agreed to disagree), place branding now needs an academic inspiration, some novel ideas and rigorous, impactful contributions. This book combines many of the critical well-known interdisciplinary minds of our field. I invite you to read it and use its ideas to develop bold research ideas and create this necessary new research agenda for place branding.’

– Sebastian Zenker, Copenhagen Business School, Denmark