Branding Chinese Mega-Cities
Policies, Practices and Positioning

Edited by Per Olof Berg Stockholm Business School, Stockholm University and Emma Björner, Gothenburg Research Institute, Gothenburg University, Sweden

This interdisciplinary book details the economic, cultural and social background of the development of Chinese mega-cities, as well as presenting the mechanisms of governance and urban growth strategies. Therein, the main discussion centres on the contemporary practice of city branding and development in China in relation to the rest of the world. This includes the way stakeholders and actors are engaged in city branding; the ‘societal forces’ that impact the city branding process; the way cities compete internationally; and how mega-cities build brands to strategically position themselves globally.

‘Berg and Björner have succeeded in putting together a thought-provoking volume that sheds light on the theory and practice of city branding and reveals the mechanics of city positioning. The focus on China is inciting but the implications extend well beyond Chinese mega-cities to all cities everywhere. The book stands on the crossroad where East and West meet, helping the reader learn from both; and the lessons for city branding are important, timely and rewarding.’
– Dr Mihalis Kavaratzis, University of Leicester, UK

‘This is fruitful cross-fertilisation between the perspective of business studies on brand making and the perspective of urban studies on place promotion. The studies are firmly grounded on Chinese mega-cities, yet relevant cases in the more developed world are critically reflected to illuminate the path to new practices of city marketing and governance in this emerging economy. These fascinating stories remind us of the policy mobility in this globalizing world – this is a book that will attract a wide audience across disciplines.’
– Fulong Wu, University College London, UK

‘Scholars from a wide area of business, geography, political science and urban studies will find this book invaluable. The book is also a great asset for practitioners involved in city branding and promotion, city planning and architecture and urban management. A highly recommended book!’
– M. Bhupesh, Decision

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