



Handbook on Place Branding and Marketing

Research Handbooks in Business and Management series

Edited by Adriana Campelo, Salvador's Chief Resilience Officer for 100 Resilient Cities, pioneered by The Rockefeller Foundation, Salvador, Brazil

Place branding as an academic field is both challenging and under explored. In the face of an ever-expanding urban population, this Handbook addresses this knowledge deficit in order to illustrate how place branding can contribute to transforming urban agglomeration into sustainable and healthy areas.

'Adriana Campelo's Handbook consolidates not only existing knowledge of place branding, it also offers insights into its controversies and possible solutions. Taking a stakeholder approach, the chapters include a wide range of concerns that are thought-provoking and able to create refreshingly new discussions in what still remains an emerging field of socio-economic study and practice.'

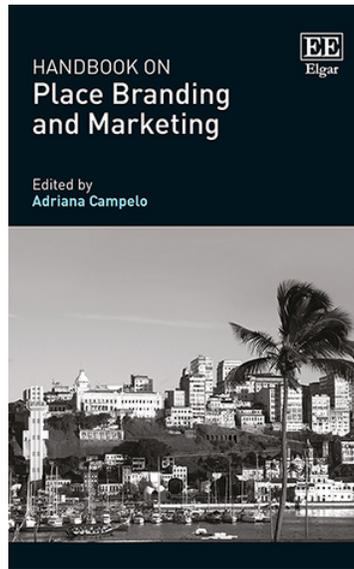
– Juergen Gnoth, University of Otago, New Zealand

'This Handbook provides a thoughtful overview of a growing area of brand research, and insightfully reveals how place branding, destination marketing, and tourism intersect with a wide array of managerial and societal concerns. Both comprehensive and creative, it makes for a useful introduction to an important topic. It makes a distinctive contribution to understanding the relevance of place branding today for a wide variety of fields.'

– Jonathan Schroeder, Rochester Institute of Technology, US

'Place marketing and branding have become key priorities of academicians, practitioners, and politicians. Against a rich background of theoretical and empirical research by world-known experts within the field, this Handbook develops a fresh perspective on these critical issues. With a unique and fascinating collection of thought-provoking chapters, the book offers both theoretical and practical insights. I am pleased to recommend the book; it is a refreshing and rewarding read.'

– Adam Lindgreen, Copenhagen Business School, Denmark



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