Despite overstated claims of their ‘global’ homogeneity, ubiquity and contribution to ‘flattening’ spatial differences, the geographies of brands and branding actually do matter. This vibrant collection provides a comprehensive reference point for the emergent area of brand and branding geographies in a multi-disciplinary and international context.

‘Pike’s edited collection...is a welcome resource on the spatial dimensions of branding...this collection of 19 chapters provides a significant addition to the more conceptual analysis of place branding and promotion...the introductory and concluding sections of the book are excellent and should be part of the reading of any course in place and destination branding and marketing.’
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‘The volume edited by Andy Pike includes contributions by several leading figures in the study of brands, places and place branding... However, this is not what makes the book a welcome addition to the literature. What really makes the book interesting is actually the brave attempt to deal with an intrinsically difficult topic, one that is rarely — if ever — explored: the relationship between brands and branding with the places in and around which these operate. Several facets of this relationship are explored in the book... The book is introduced nicely by Andy Pike in a chapter that sets the scene and clarifies the intentions of the book... I am glad the first book to handle these issues is on my shelves.’
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‘An important effort to pull together multidisciplinary research on the spatial dimensions of brands and branding in an international context.’

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