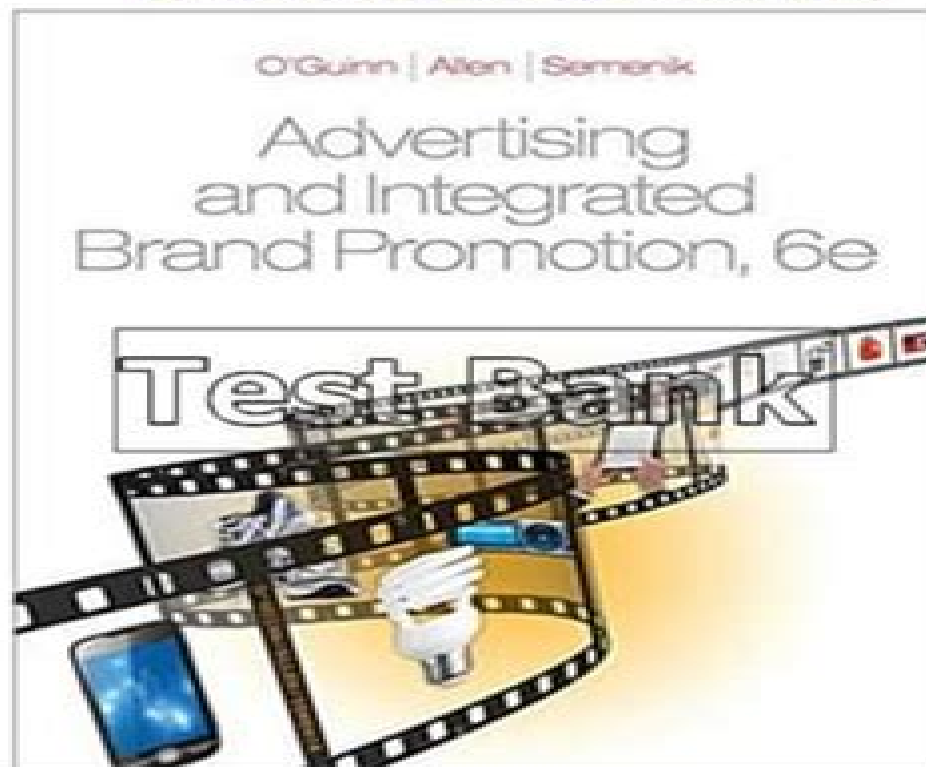


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City Branding Viktoria Schoja, 2016-03-14 City branding is a contemporary issue which is getting more important continuously as the competition between cities is growing It helps to make a place desirable as a business location tourist destination or a place to live As Kavaratzis states The beginning lies in the realization that all encounters with the city take place through perceptions and images According to Charles Wrench anything for which you can construct a mental inventory is a brand People connect brands of cities with certain historical aspects Over time cities have developed their unique reputation and converted more and more into own brands due to globalization City branding is comparable with product branding where products and services with a strong brand can be sold easier attracting people and investment compared to the poor branded While some cities have prospered over the years others have suffered Furthermore every city has to compete against other city for its share of the world's consumers tourists businesses investment talents respect and attention on the international level The objectives of this assignment is to examine how to brand a city properly and to understand the essential steps for implementing a significant brand strategy For a better understanding of the approach an anonymous online primary research

was done in December 2013 to reflect and explain individual methods The questions from this result can be founded in the appendix Additionally one successful branded and one less successful branded city will be discussed **A Companion to Popular Culture** Gary Burns,2016-03-09 A Companion to Popular Culture is a landmark survey of contemporary research in popular culture studies that offers a comprehensive and engaging introduction to the field Includes over two dozen essays covering the spectrum of popular culture studies from food to folklore and from TV to technology Features contributions from established and up and coming scholars from a range of disciplines Offers a detailed history of the study of popular culture Balances new perspectives on the politics of culture with in depth analysis of topics at the forefront of popular culture studies

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