

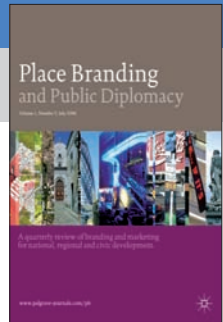
Place Branding and Public Diplomacy

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2008: VOLUME 4 • 4 ISSUES PER VOLUME

Print ISSN: 1751-8040 Online ISSN: 1751-8059



Aims and Scope:

Place Branding and Public Diplomacy is a new journal and the first to concentrate on the practice of applying brand strategy and other marketing techniques and disciplines to the economic, social, political and cultural development of cities, regions and countries. Its scope and reach is global and culturally unbiased. Its primary objective is to broaden the understanding of the nature, purposes and benefits of place branding and to demonstrate how place branding strategies are implemented in practice.

Readership

Ministries of Foreign Affairs - Ministers, Ambassadors and their staff working in international relations, public diplomacy, media relations, press offices and public affairs; Other agencies dealing with Foreign Policy such as think tanks, policy advisors, foundations, diplomatic academies, embassies and consulates; Other Government Ministries - Place Branding is of direct concern to Ministries of Tourism, Inward Investment, Culture, Regions, Industry, Exports, Economic Affairs, Treasury, Development and Education, as all these are stakeholders in the image of the country, region or city; Cultural Institutes and foundations; Regional and city governments; mayoral offices; regional, cantonal, state and city tourism, economic and development agencies; PR and Branding Agencies; Tourism and Investment Consultants; Investment Promotion Agencies; Academics and Researchers in marketing, international politics, public affairs, international marketing, international relations, globalisation, economics, diplomacy.

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