Aims and Scope:
Place Branding and Public Diplomacy is a pioneering journal and the first to concentrate on this fast-growing field. Its scope and reach is global and culturally unbiased. Its primary objective is to broaden the understanding of the nature, purposes and benefits of both place branding and public diplomacy and to demonstrate how place branding and public diplomacy strategies are implemented in practice.

Place Branding and Public Diplomacy is a publication which is relevant to the needs of place branding practitioners, public diplomats, policy makers, and researchers. It was designed first and foremost as a review that would attract submissions and be read by both practitioners and researchers. It provides researchers as well as ministries, governments, civil servants, agencies, and consultants with the latest thinking and most valuable lessons on how places can better manage their images and extend their ‘soft power’ for economic, social and cultural development.

Online Features:
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