



# Preface to Special Issue Papers

*Place Branding and Public Diplomacy* (2008) **4**, 7. doi:10.1057/palgrave.pb.6000087

The following papers explore the role of culture in place branding. In 'Creative dimensions for branding and regeneration: Overcoming negative perceptions of a city', Trueman, Cook and Cornelius take us to Bradford, England where culture as a mechanism for regenerating cities is explored. Singleton and McKenzie in 'The re-branding imperative for the Western Australian Pilbara region' look at the significance of culture on community and

the built environment in company towns in Western Australia. Both these papers were selected for inclusion in the Special Issue on the Role of Culture in Place Branding (Vol. 3, No. 4), but were held back due to limited space. We are delighted to publish them now.

**Brenda Parkerson**  
**Special Issue Editor**