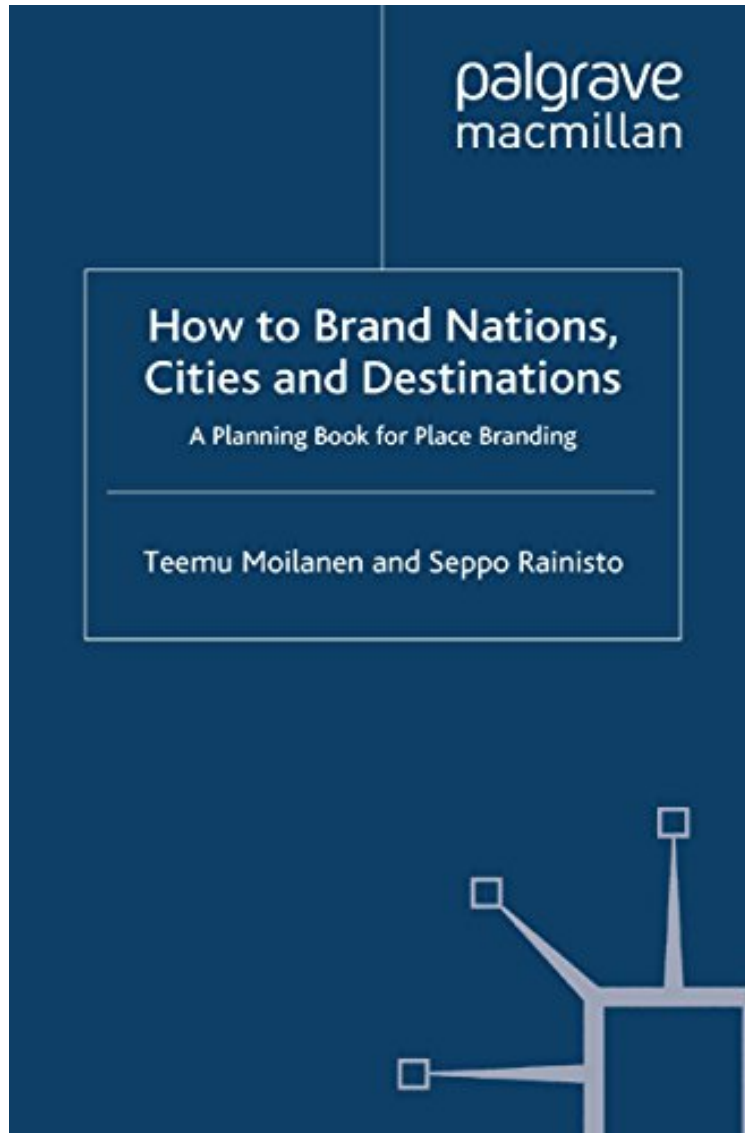


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How to Brand Nations, Cities and Destinations: A Planning Book for Place Branding

Teemu Moilanen, Seppo Rainisto

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Teemu Moilanen, Seppo Rainisto : How to Brand Nations, Cities and Destinations: A Planning Book for Place Branding before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Brand Nations, Cities and Destinations: A Planning Book for Place Branding:

4 of 5 people found the following review helpful. Poorly written, impoverished editorial discipline By E. Rock One can hope with such an expansive title, the authors and editors would come close to delivering a coherent final result. The minds behind the book fail to display an authoritative command of the subject and even crash then burn when

addressing the well established theoretical framework for product and service branding. Words and phrases meander on their way to make a point and assertions get lost in endless repetition as a reader might stumble over badly organized chapters, paragraphs and even sentences. The doctoral students at the heart of this work should leave marketplace offerings and return to their academic environs more accepting of sophomoric admirations of their elders and more studied peers. I will use the book as an exceptional listing of contemporary studies on more narrow subjects. 0 of 0 people found the following review helpful. Can't Get Any Better! By Diz0nI am currently working on my grad school thesis pertaining to the topic of city branding. I have checked out a handful of books from the school's library and have found this one to be the most resourceful. The authors wrote this book in such a clear and straight-forward manner. Right off the bat, the opening chapter that introduces the general concept of branding is one of the best I have ever read (...and I have read A LOT of books on branding!). The book also contains plenty of great examples of both successes and failures (very insightful!) of past branding attempts. It explains all the things you need to consider if you were to attempt to brand a destination. Throughout, the narrative/pacing is well maintained as we jump from one chapter to the other. Seriously, I can't say enough about this book. If I were to actually land a city branding project, I would totally use this book as my official guide (dare I say Bible!). It's a great tool for those new to the topic to learn from and for experts to revisit some of the things that they may have learned to overlook throughout the years. I can't honestly say that this is THE book for destination branding...the authors did mention that this concept is still relatively new and there's still much to be learned as more and more attempts arises...but it sure is a great start.

Usually, a country brand is not focused, resulting in unsuccessful place branding. It is possible to successfully raise your national identity to the level of an attractive brand. Building a country brand is an investment, with strong positive returns. This book will guide you along the path to building a successful brand.