



Place Promotion: The Use of Publicity and Marketing to Sell Towns and Regions

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Examines how place images are created, articulated, developed and assessed at a variety of scales and contexts. Chapters one through three present a theoretical analysis of how images are created, use insights from communication theory, as well as describe a "vocabulary" and "grammar" of effective place promotion. The remainder of the book analyzes specific types of place promotion in a series of thematic but example-rich chapters covering cities, suburbs, industrial towns, fairs and festivals, the countryside, the American west, China and Eastern Europe.

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