



**How Cities Become Brands: Developing City Brands Purposefully and Thoughtfully : Developing City Brands Purposefully and Thoughtfully (2024th edition)**

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This book explores how the fragile and lengthy process of developing a city brand can be carefully managed. Necessary background information is explained, numerous experiences are reported, and targeted city branding is inspired in a variety of ways. The dream of every brand maker: to develop a city into a strong city brand - perhaps even a myth.

The creation of myths remains a curiosity. Is it targeted, are there relevant recipes for success, and can those responsible be identified?

Above all: Can the process be replicated? How do brand makers deal with the complexity of the phenomena of cities and city brands?

How do they give the arduous process of creating a city brand a reasonable chance of success?

How do brand makers deal with the often biting criticism from outside and the nagging self-doubt? Successful cityscapes arise from the trials and tribulations of complex and sometimes random processes.

In the course of global city competition, this evolutionary process is enriched with the achievements of the craft of branding.

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