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Tourism and the Branded City

Is the face of American baseball throughout the world that of goodwill ambassador or ugly American? Has baseball crafted its own image or instead been at the mercy of broader forces shaping our society and the globe? The Empire Strikes Out gives us the sweeping story of how baseball and America are intertwined in the export of "the American way." From the Civil War to George W. Bush and the Iraq War, we see baseball's role in developing the American empire, first at home and then beyond our shores. And from Albert Spalding and baseball's first World Tour to Bud Selig and the World Baseball Classic, we witness the globalization of America's national pastime and baseball's role in spreading the American dream. Besides describing baseball's frequent and often surprising connections to America's presence around the world, Elias assesses the effects of this relationship both on our foreign policies and on the sport itself and asks whether baseball can play a positive role or rather only reinforce America's dominance around the globe. Like Franklin Foer in How Soccer Explains the World, Elias is driven by compelling stories, unusual events, and unique individuals. His seamless integration of original research and compelling analysis makes this a baseball book that's about more than just sports.

The Changing Landscape of International Schooling

Master's Thesis from the year 2016 in the subject Tourism, grade: 1.3, Stralsund

University of Applied Sciences (Faculty of Business Studies), course: Tourism Development Strategies, language: English, abstract: This thesis is aimed to test a hypothesis of the country brand's reliance on the online presence. The created evaluation model used in the primary research of this paper determines whether there is enough evidence in the data gathered to indicate that the online presence of a tourist destination corresponds to its country brand's rank. The research is focused on the online presence of Lithuania as a weak ranking country brand. The online presence results of Lithuania as a tourist destination are compared to the examples of two stronger country brands. The conclusions derived from the comparison of the results determine the success of the online presence of Lithuania, establish whether the hypothesis of the thesis is true or not, while noting the limitations and possible errors of the research, and provide the suggestions for the country brand and online presence improvements.

Dissertation Abstracts International

This book analyses digital diplomacy as a form of change management in international politics. The recent spread of digital initiatives in foreign ministries is often argued to be nothing less than a revolution in the practice of diplomacy. In some respects this revolution is long overdue. Digital technology has changed the ways firms conduct business, individuals conduct social relations, and states conduct governance internally, but states are only just realizing its potential to change the ways all aspects of interstate interactions are conducted. In particular, the adoption of digital diplomacy (i.e., the use of social media for diplomatic purposes) has been implicated in changing practices of how diplomats engage in information management, public diplomacy, strategy planning, international negotiations or even crisis management. Despite these significant changes and the promise that digital diplomacy offers, little is known, from an analytical perspective, about how digital diplomacy works. This volume, the first of its kind, brings together established scholars and experienced policy-makers to bridge this analytical gap. The objective of the book is to theorize what digital diplomacy is, assess its relationship to traditional forms of diplomacy, examine the latent power dynamics inherent in digital diplomacy, and assess the conditions under which digital diplomacy informs, regulates, or constrains foreign policy. Organized around a common theme of investigating digital diplomacy as a form of change management in the international system, it combines diverse theoretical, empirical, and policy-oriented chapters centered on international change. This book will be of much interest to students of diplomatic studies, public diplomacy, foreign policy, social media and international relations.

Handbook on Place Branding and Marketing

The number of English-medium international schools that deliver their curriculum wholly or partly in the English language reportedly reached 6,000 in January 2012. It is anticipated this number will rise to over 11,000 schools by 2022, employing over 500,000 English-speaking teachers. The number of children being taught in these schools reportedly reached 3 million in March 2012. Alongside this phenomenal growth the landscape of international schooling has changed fundamentally, moving away from largely serving the children of the expat and globally mobile business community and Embassies, towards serving the 'local'

children of the wealthy and emerging middle-class. This has been reflected in the shift away from non-profit ownership by the school community towards ownership by for-profit companies and proprietors. In this book, Tristan Bunnell explores the changing landscape of international schooling and discusses the implications of these changes, both in terms of theoretically conceptualizing the scale, nature and purpose of the field, and in terms of practically serving and administering the growing industry that international education is becoming. The Changing Landscape of International Schooling will be worthwhile reading for researchers, academics and students of international schooling, leaders and teachers in international schools, and those interested in the broader development of international education.

The Historic Urban Landscape

As Place Branding has become a widely established but contested practice, there is a dire need to rethink its theoretical foundations and its contribution to development and to re-assert its future. This important new book advances understanding of place branding through its holistic, critical and evidence-based approach. Contributions by world-leading specialists explore a series of crucially significant issues and demonstrate how place branding will contribute more to cultural, economic and social development in the future. The theoretical analysis and illustrative practical examples in combination with the accessible style make the book an indispensable reading for anyone involved in the field.

Image-building in Canadian Municipalities

At a time of increasing city competition, national capitals are at the forefront of efforts to gain competitive advantage for themselves and their nation, to project a distinctive and positive image and to score well in global city league tables. They are frequently their country's main tourist gateway, and their success in attracting visitors is inextricably linked with that of the nation. They attract not just leisure visitors; they are especially important in other growing tourism markets, for example, as centres of power they feature strongly in business tourism, as academic centres they are important for educational tourism, and they frequently host global events such as the Olympic Games. And there are more of them: first, the number of capitals has grown as the number of nation-states has increased and, secondly, pressures for devolution mean more cities are seeking national capital status, even when they are not at the head of independent states. We need to understand tourism in capitals better – but there has been little research in the past. This book develops new insights as it explores the phenomenon of capital city tourism, and uses recent research to examine the appeal of 'capitalness' to tourists, and explore developments in capitals across the world. This book was published as a special issue of Current Issues in Tourism.

How to Brand Nations, Cities and Destinations

Place branding as an academic field is both challenging and under explored. In the face of an ever-expanding urban population, this Handbook addresses this knowledge deficit in order to illustrate how place branding can contribute to

transforming urban agglomeration into sustainable and healthy areas.

How to Brand Nations, Cities and Destinations

Place branding has made it possible for international destinations to be able to compete within the global economy. Through the promotion of different cities, natural beauty, and local culture or heritage, many regions have been able to increase their revenue and international appeal by attracting tourists and investments. Global Place Branding Campaigns across Cities, Regions, and Nations provides international insights into marketing strategies and techniques being employed to promote global tourism, competitiveness, and exploration. Featuring case studies and emergent research on place branding, as well as issues and challenges faced by destinations around the world, this book is ideally suited for professionals, researchers, policy makers, practitioners, and students.

Urban Events, Place Branding and Promotion

Drawing the attention of tourists to different destinations around the world assists in the overall economic health of the targeted region by increasing revenue and attracting investment opportunities, as well as increasing cultural awareness of the area's population. Strategic Branding Methodologies and Theory for Tourist Attraction investigates international perspectives and promotional strategies in the topic area of place branding. Highlighting theoretical concepts and marketing techniques being utilized in the endorsement of various destinations, regions, and cities around the world, this publication is a pivotal reference source for researchers, practitioners, policy makers, students, and professionals.

Arte-polis 3 International Conference

Surveys the world of place branding and marketing and offers readers an illuminating overview of the state-of-the-art of place branding principles, practices and processes

Strategic Place Branding Methodologies and Theory for Tourist Attraction

Place branding as a field of research is still in a state of infancy. This book seeks to address this, offering a theory of place branding based on the tourist experience, keeping in mind the roles of stakeholders, both public and private organisations and DMOs in managing the place brand. Place Branding: Connecting Tourist Experiences to Places seeks to build a customer-based view of place branding through focusing on the individual as a tourist who travels to undertake a memorable experience. The place is the key creator of this experience, which begins well before the travel-to and ends well after the travel-back. Individuals choose the places where to go, collect information on them, ask for advice and suggestions from fellow travellers, give feedback when they come back and talk a lot about their experience, spreading word-of-mouth. The book enables readers to understand how the tourist experience can be managed as a brand. Readers are exposed to a variety of problems, methodological approaches, and geographical

areas, which allows them to adapt frames to different contexts and situations. This book is recommended reading for students and scholars of business, marketing, tourism, urban studies and public diplomacy, as well as practitioners, business consultants and people working in public administration and politics.

Place Branding

"This multi-volume reference examines critical issues and emerging trends in global business, with topics ranging from managing new information technology in global business operations to ethics and communication strategies"--Provided by publisher.

Rethinking Place Branding

How the online presence of a tourist destination affects the country brand. The Case of Lithuania

Cities are often seen as helpless victims in a global flow of events and many view growing inequality in cities as inevitable. This engaging book rejects this gloomy prognosis and argues that imaginative place-based leadership can enable citizens to shape the urban future in accordance with progressive values – advancing social justice, promoting care for the environment and bolstering community empowerment. This international and comparative book, written by an experienced author, shows how inspirational civic leaders are making a major difference in cities across the world. The analysis provides practical lessons for local leaders and a significant contribution to thinking on public service innovation for anyone who wants to change urban society for the better.

Leading the inclusive city

Comparing the major Pacific Rim cities of Sydney, Hong Kong and Shanghai, this book examines world city branding. Whilst all three cities compete on the world's stage for events, tourists and investment, they are also at the centre of distinct film traditions and their identities are thus strongly connected with a cinematic impression. Using an interdisciplinary approach, this book not only analyses the city branding of these cities from the more widely researched perspectives of tourism, marketing and regional development, but also draws in cultural studies and psychology approaches which offer fresh and useful insights to place branding and marketing in general. The authors compare and contrast qualitative and quantitative original data as well as critically analyzing current texts and debates on city branding. In conclusion, they argue that city branding should contribute not only to regional development and identity, but also to sustainable economic well-being and public happiness.

City Branding

As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book,

MANAGING BRAND EQUITY, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage. Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. A common pitfall of brand strategists is to focus on brand attributes. Aaker shows how to break out of the box by considering emotional and self-expressive benefits and by introducing the brand-as-person, brand-as-organisation, and brand-as-symbol perspectives. A second pitfall is to ignore the fact that individual brands are part of a larger system consisting of many intertwined and overlapping brands and subbrands. Aaker shows how to manage the "brand system" to achieve clarity and synergy, to adapt to a changing environment, and to leverage brand assets into new markets and products. As executives in a wide range of industries seek to prevent their products and services from becoming commodities, they are recommitting themselves to brands as a foundation of business strategy. This new work will be essential reading for the battle-ready.

Information Communication Technologies and City Marketing: Digital Opportunities for Cities Around the World

International Place Branding Yearbook 2011

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.

Place Branding

Global Business

Examines how ICTs contribute to the development of city marketing strategies to enhance local socio-economic development. Covers topics such as city branding, export promotion, and industry marketing.

Tourism in National Capitals and Global Change

A comprehensive discussion of how countries embrace branding as a crucial element in their pursuit of soft power and why certain nation-branding efforts succeed while others fail through the example of the 2010 World Expo in Shanghai.

City Branding

The widespread international interest in the Nordic region and the mobility of Nordic brand imaginaries call for more research into the global relevance of Nordic place-branding practices. This book offers a timely attempt to unpack the specificity of the Nordic in regard to place branding by gathering different

transdisciplinary accounts written by researchers in marketing, tourism, geography, communication, sociology and political science.

International Place Branding Yearbook 2010

This book examines and clarifies key aspects of regional branding with the special focus of inter-regional brands. Today regions are in strong competition for companies, tourists and most of all talent. In order to differentiate one region from another, regional developers, politicians and planners increasingly focus on establishing the region as a brand. This is by no means easy, since places are complex systems of geographical abstractions in which each place is understood in relation and contrast to other geographical entities. In doing so, regions not only differentiate, but also cooperate (within one country or between countries), building so-called Inter-Regional Brands with an even higher degree of complexity. Accordingly this volume, provides a theoretically well informed but practically oriented overview of this phenomenon – including numerous cases and best practices. As such, it will strongly appeal to both academics and practitioners in the field.

Global Place Branding Campaigns across Cities, Regions, and Nations

Focussing specifically on city branding this is an invaluable text as city branding becomes increasingly important across the world and has a direct impact on public and private sector practice

Inter-Regional Place Branding

The Nordic Wave in Place Branding

The topic of place branding is moving from infancy to adolescence. Many cities, and nations have already established their place brand and this well documented new book brings the fundamentals of place branding together in an academic format but is at the same time useful for practice.

European Spatial Research and Policy

The second annual volume of the International Place Branding Yearbook; this collection looks at the case for applying brand and marketing strategies and to the economic, social, political and cultural development of cities, towns and regions around the world to help them compete in the global, national and local markets.

Journal of Travel Research

Social Power in International Politics

The Empire Strikes Out

This text introduces and defines the concept of social power and examines how it works in international politics. Including perspectives from the EU, the US, Middle East and China, it features a range of case studies on culture and pop culture, media, public diplomacy and branding.

City Branding and New Media

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This book explores city branding in the public sector as an aspect of e-governance from a privileged linguistic, discursive and semiotic perspective. It analyses how local administrations and public bodies engage their stakeholders by addressing key issues such as active citizenship, social inclusion and promotion of cultural heritage and events.

Building Strong Brands

Urban Events, Place Branding and Promotion explores the phenomenon of place event marketing, examining the ways in which events are used to brand and disseminate information about a place. It provides a novel contribution to the literature, capturing the growing interest in place promotion, and offers in-depth insights on the role of events. With a focus on urban locations, this book defines the scope and concept of place event marketing. It demonstrates that different kinds of events, for leisure and business, can be used to successfully develop, promote and brand different types of places. Individual chapters written by a variety of leading academics explore how various public and non-governmental institutions that deal with promotion and marketing communications of places can implement event marketing activities and how such institutions organize, co-organize and sponsor different events. The effects of event marketing activities on urban place promotion and branding are thoroughly explored through a variety of international empirical case studies. This will be of great interest to upper-level students and researchers in events marketing and management, tourism and the broader field of urban geography. The concluding chapter also proposes future research directions.

Transactions of the Third International Sanitary Conference of the American Republics

Municipal image-building now promotes cities globally, and also to their own citizens. Image-building in Canadian Municipalities explores the decision making processes that determine how cities and towns choose to represent themselves. It also assesses the effectiveness of those processes and of the images themselves. Documenting how image-building policies vary across municipalities and provinces, contributors focus on the interaction between various levels of government and on the involvement and influence of business organizations, heritage associations, environmental groups, and other social forces. Delving into largely unexplored

areas of research, with a particular interest in smaller towns and cities, authors show how municipal image-making is often used to advance other policy objectives, and thereby intersects with areas such as culture, economic development, tourism, and immigration. Image-building in Canadian Municipalities shows how municipalities of all sizes are conscious of their images. Thought-provoking and instructive, it provides lessons to policy makers and social interest groups about creating better public policies. Contributors include Caroline Andrew (University of Ottawa), John C. Lehr (University of Winnipeg), Judy Lynn Richards (University of Prince Edward Island), Cristine de Clercy (University of Western Ontario), Peter Ferguson (University of Western Ontario), and Karla Zubrycki International Institute for Sustainability, Winnipeg).

ICTR 2020 3rd International Conference on Tourism Research

This third annual volume of the International Place Branding Yearbook looks at the case for applying brand and marketing strategies to the economic, social, political and cultural development of cities, towns and regions around the world to help them compete in the global, national and local markets. It focuses on sustainability and smart growth.

Digital Diplomacy

This book offers a comprehensive overview of the intellectual developments in urban conservation. The authors offer unique insights from UNESCO's World Heritage Centre and the book is richly illustrated with colour photographs. Examples are drawn from urban heritage sites worldwide from Timbuktu to Liverpool to demonstrate key issues and best practice in urban conservation today. The book offers an invaluable resource for architects, planners, surveyors and engineers worldwide working in heritage conservation, as well as for local authority conservation officers and managers of heritage sites.

Public Diplomacy in a Changing World

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.

City Branding and Promotion

Since the 1990s, city branding has become a key factor in urban development policies. Cities all over the world take specific actions to manipulate the imagery and the perceptions of places, both in the eyes of the inhabitants and in those of potential tourists, investors, users and consumers. City Branding: The Ghostly Politics of Representation in Globalising Cities explores different sides of place branding policies. The construction and the manipulation of urban images triggers a complex politics of representation, modifying the visibility and the invisibility of spaces, subjects, problems and discourses. In this sense, urban branding is not an innocent tool; this book aims to investigate and reflect on the ideas of urban life,

the political unconscious, the affective geographies and the imaginaries of power constructed and reproduced through urban branding. This book situates city branding within different geographical contexts and 'ordinary' cities, demonstrated through a number of international case studies. In order to map and contextualise the variety of urban imaginaries involved, author Alberto Vanolo incorporates conceptual tools from cultural studies and the embrace of an explicitly post-colonial perspective. This critical analysis of current place branding strategy is an essential reference for the study of city marketing.

Shaping China's Global Imagination

Although the concept of public diplomacy has been part of America's wartime strategy as far back as the Revolutionary War, the term itself is relatively new. In the wake of the events of September 11 and the ensuing War on Terror, there has been an increasing awareness of the negative global image of the United States and intense concern over how communication may be used to improve that image. Within that context, the concept and term public diplomacy have become more notable among practitioners and the American public. Yet public diplomacy has mostly been neglected by scholars and only recently begun to attract academic attention. This volume of The ANNALS commences the first collection of scholarly articles focusing on public diplomacy--the practice through which international actors attempt to advance the ends of policy by engaging with foreign publics--and examines it as an international phenomenon and an important component of statecraft.

International Place Branding Yearbook 2012

This book explores theoretical concepts of strategic promotion and place branding in cities. It outlines the issues associated with strategic management of urban territories and highlights various types of development strategies that seek to encourage socio-economic development, growth and city branding, particularly within the tourism industry. It examines the rules and methods for analysing the current branding of a city and how new branding and promotion strategies are created. Through a range of international examples the book considers the missions, aims and implementation of branding strategies and the importance of monitoring and controlling procedures. The first part of the book provides theoretical context, followed by a detailed exploration of the promotional and branding strategy prepared for the city of Tomaszów Mazowiecki in Poland. This book provides the reader with theoretical and practical insights on city branding and will appeal to scholars and students in urban studies, geography, tourism, management and economics.

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES &
HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR
LITERARY FICTION NON-FICTION SCIENCE FICTION