



Place Branding: Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced

By R. Govers

Palgrave Macmillan. Paperback. Condition: New. 324 pages. 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. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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