

## Hamburg vs. Munich: Which City Brand Has the Edge?



Filesize: 3.85 MB

### ***Reviews***

*The very best book i actually read. I was able to comprehend every little thing using this composed e publication. Once you begin to read the book, it is extremely difficult to leave it before concluding.*  
*(Reina Conroy)*

## HAMBURG VS. MUNICH: WHICH CITY BRAND HAS THE EDGE?

[DOWNLOAD](#)

GRIN Verlag. Paperback. Book Condition: New. Paperback. 124 pages. Dimensions: 8.3in. x 5.8in. x 0.3in. Bachelor Thesis from the year 2008 in the subject Tourism, grade: 1. 3, University of Brighton (School of Service Management), language: English, abstract: The aim of this dissertation was to examine the development of Hamburg and Munichs destination branding strategies and whether German consumers can tell the difference between the two. The findings indicated that the overall recognition of Munich among the participants of this study was better than that of Hamburg. But it was also found that the recognition of Hamburg is based on more distinct recognition features than that of Munich, and therefore, it was concluded that it is more sustainable. Regarding the branding of Hamburg and Munich it was found that the Hamburg brand is built on the citys core values and already positive organic image, whereas the Munich brand was built mainly on artificial emotional values that contradict its rather negative organic image. In the direct comparison of the participants images of the two cities, Hamburgs image was found to be far better. Together with the finding that the brand communication for Hamburg was more authentic and addressed its target groups more precisely than the brand communication for Munich, the above mentioned findings led to the conclusion that the overall branding strategy for Hamburg is more successful than that for Munich. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

[Read Hamburg vs. Munich: Which City Brand Has the Edge? Online](#)[Download PDF Hamburg vs. Munich: Which City Brand Has the Edge?](#)

## You May Also Like



### **Molly on the Shore, BFMS 1 Study score**

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 9.7in. x 6.9in. x 0.3in. Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English...

[Download eBook »](#)



### **Early National City CA Images of America**

Arcadia Publishing. Paperback. Book Condition: New. Paperback. 128 pages. Dimensions: 9.1in. x 6.4in. x 0.4in. Below the surface of bustling National City lies the story of olive and citrus orchards, grand Victorian homes, great wealth, and...

[Download eBook »](#)



### **DK Readers Invaders From Outer Space Level 3 Reading Alone**

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.9in. x 5.9in. x 0.1in. Are aliens from other planets visiting Earth? Read these amazing stories of alien encounters -- and make up your own mind!...

[Download eBook »](#)



### **Shepherds Hey, Bfms 16: Study Score**

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 22 pages. Dimensions: 9.4in. x 7.1in. x 0.0in. Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English...

[Download eBook »](#)



### **Magnificat in D Major, Bwv 243 Study Score Latin Edition**

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 70 pages. Dimensions: 9.8in. x 7.2in. x 0.3in. Bach composed the first version of this piece in 1723 using the key of E-flat major for the Christmas Vespers...

[Download eBook »](#)