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## Place Branding through Phases of the Image Balancing Image and Substance

By Staci M. Zavattaro

Palgrave Macmillan. Hardcover. Book Condition: New. Hardcover. 204 pages. Dimensions: 8.5in. x 5.5in. x 0.7in. As places face increased competition for human and capital resources, public managers turn toward corporate-like governance strategies and branding practices to shape places and organizations. However, for better or worse, these organizations begin to resemble highly competitive, private-sector public relations and marketing firms. Place branding is taking hold within many organizations, including city governments, yet very few scholars take a public administration approach when exploring the causes and effects of branding practices. In *Place Branding through Phases of the Image*, Zavattaro explains how city promotional strategies can take the place of corporate governance structures through phases of the image. She examines how city government entities are undertaking place branding practices, with the realization that relying too much on image rather than a balance between image and substance has serious implications for democratic, collaborative governance. This book creates a workable framework that simultaneously serves as a cautionary tale for building a promotional campaign focused exclusively on image. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



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