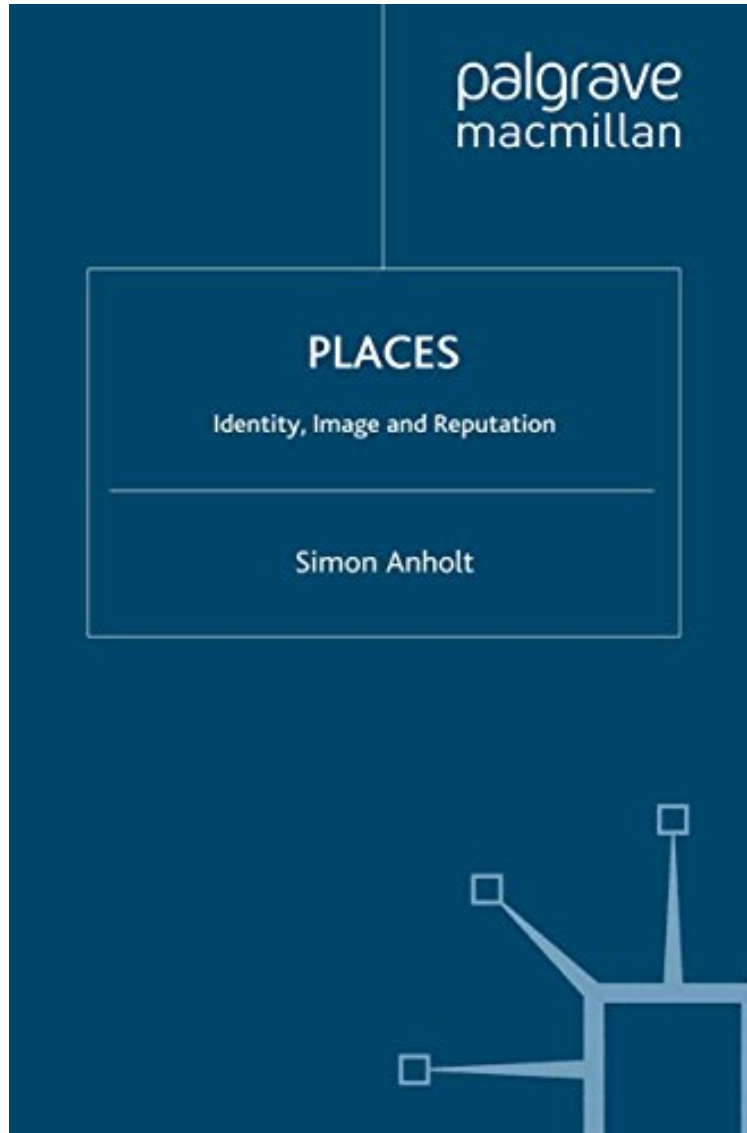


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Places: Identity, Image and Reputation

Simon Anholt

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Place branding is happening. A new field of practice and study is in existence and whatever we choose to call it; there can no longer be any doubt that it is with us. This collection of intuitive and well-researched articles

examines how places and regions see themselves, and how they reflect this in their branding.