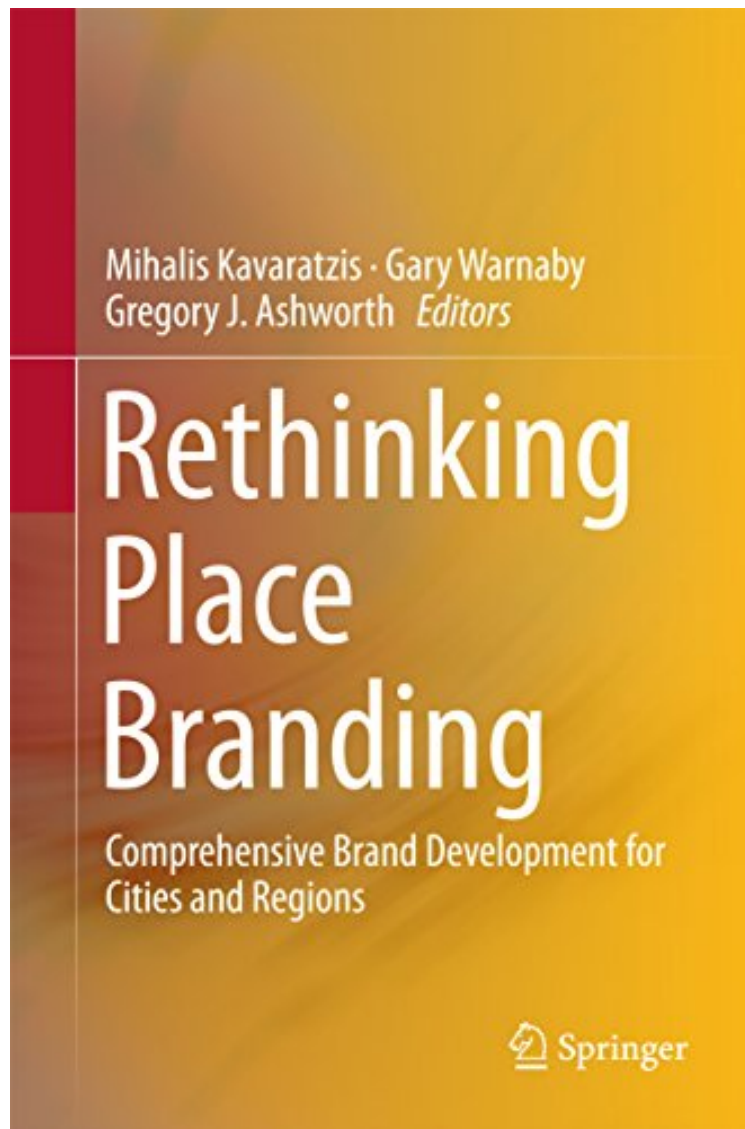


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# Rethinking Place Branding: Comprehensive Brand Development for Cities and Regions

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As Place Branding has become a widely established but contested practice, there is a dire need to rethink its theoretical

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Gregory Ashworth was educated in Geography at the Universities of Cambridge, Reading and London (PhD.1974). He has taught at the Universities of Wales, Portsmouth and since 1979 Groningen, The Netherlands. Since 1994, he is Professor of heritage management and urban tourism in the Department of Planning, Faculty of Spatial Sciences, University of Groningen (NL). He is also visiting professor at the National Business College for Tourism and Travel, Breda, NL and a member of the CUBUS research group into the economics of heritage at the University of Brighton, UK. His main research interests focus on the interrelations between tourism, heritage and place marketing, largely in an urban context. He is author or editor of around 15 books, 100 book chapters, and 200 articles. He received honorary life membership of the Hungarian Geographical Society in 1995, an honorary doctorate from the University of Brighton in 2010 and was knighted for services to Dutch Science in 2011.

Gary Warnaby is currently Reader in Marketing at the University of Liverpool Management School. His research interests focus on the marketing of places, and also retailing. Results of this research are published in various academic journals in both the management and geography disciplines, including *Environment and Planning A*, *Journal of Marketing Management*, *Journal of Business Research*, *Marketing Theory*, *Consumption Markets Culture*, *European Journal of Marketing*, *Area*, *Cities*, and *Local Economy*. He is co-author of *Relationship Marketing: A Consumer Experience Approach*, co-editor of *Perspectives on Public Relations Research*, and has contributed to numerous edited books.