



International Place Branding Yearbook 2012 Managing Smart Growth and Sustainability

By -

Palgrave Macmillan. Hardcover. Book Condition: New. Hardcover. 296 pages. Dimensions: 9.3in. x 6.1in. x 1.0in. The International Place Branding Yearbook 2012: Managing Smart Growth and Sustainability is the third annual volume in the Yearbook series and looks at the case for applying brand and marketing strategies to the economic, social, political and cultural development of cities, towns and regions around the world to help them compete in global, national and local markets. This edition focuses on sustainability, smart growth and place branding. It uses the definition of smart growth as the capability of, first, making appropriate judgments according to the relevant performance measures, which lie in the overlap of three factors: efficiency (doing things right), equity (doing the right things) and effectiveness (doing the right things right); and, second, to configure the variables appropriately i. e. , to getting it all together in a balanced-centric manner, a priority for future city branding. This volume provides various disciplinary perspectives for mapping ways to lead place branding toward the smart growth paradigm designed to build performance, guided by sustainable values, cultural identity and social inclusive strategies. This Yearbook also underlines the importance of cities not only as the source of around 80 per cent..



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