Towards Effective Place Brand Management: Branding European Cities and Regions. [1]

Resources Type:

- Books [2]

Publisher:

Edward Elgar Publishing Ltd

Journal or Book Title:

Page Numbers:

Sponsoring Organization:

Specific Office:

Delivered By:

Location of Address/Interview:

Author:

Ashworth, G. & Kavartzis, M

Resource Topic:

- Nation Branding [3]

Resource Regions:

- Europe [4]

Volume #:

Tags:

- european union [5]
- place branding [6]

Issue #: