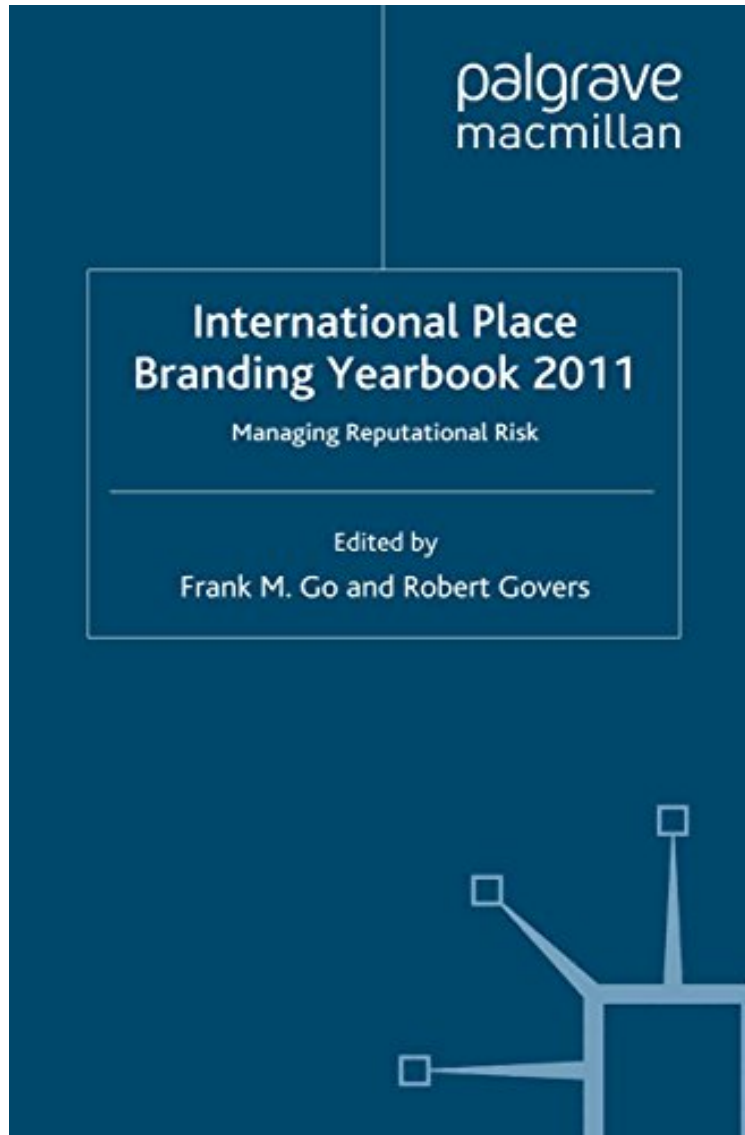


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International Place Branding Yearbook 2011: Managing Reputational Risk

Frank M. Go, Robert Govers

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Frank M. Go, Robert Govers : International Place Branding Yearbook 2011: Managing Reputational Risk before purchasing it in order to gauge whether or not it would be worth my time, and all praised International Place Branding Yearbook 2011: Managing Reputational Risk:

The second annual volume of the International Place Branding Yearbook; this collection looks at the case for applying

brand and marketing strategies andnbsp;to the economic, social, political and cultural development of cities, towns and regions around the world to help them compete in the global, national and local markets.

"The 2011 version of the International Place Branding Yearbook builds on the achievements of its 2010 predecessor and provides a stimulating read for all those interested in this field. The focus of several chapters on measuring place branding activity is a particularly valuable contribution." - Keith Dinnie, PhD, Director, Centre for Nation Branding 'A good reputation in today's fast-paced globalized world in terms of flows of capital, information, people, political ideas and values is an essential asset for the decision makers of territorial jurisdictions. The reputation of any city, region, country is no longer in the 'nice to have' category, but absolutely crucial to survive and thrive. Go and Govers' insightful book presents solid concepts, reliable methods and relevant case studies supported by scientific research and evidence. Together these offer sensible guidelines for managing the reputational risk and advancing the place branding body of knowledge, simultaneously.' - Cees B.M. van Riel, Professor of Corporate Communication, Rotterdam School of Management 'Place branding is a dynamic discipline and this 2011 Yearbook introduces many fresh, thought provoking ideas that will stimulate a more holistic view of the subject and the environment in which it must be applied by academics, students and practitioners alike.' - Bill Baker, Author, Destination Branding for Small Cities (Creative Leap Books)

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