Contents

	List of illustrations	vii
	Notes on contributors	viii
	Foreword: the politics of event-led urban image construction -	
	notes from Beijing and Rio de Janeiro	xii
	ANNE-MARIE BROUDEHOUX	
	시계 맛이 하는 하고, 사람이 많은 사람이 다른 눈이 나가야 한다면 했다.	
1	Introduction	1
	MARIA LICHROU, MIHALIS KAVARATZIS AND	
	MASSIMO GIOVANARDI	
2	Democracy in participatory place branding: a critical	
	approach	11
	EVA MARIA JERNSAND AND HELENA KRAFF	
3	Critical perspectives on Aboriginal and Torres Strait	
	Islander tourism: towards Indigenous-led approaches	23
	SKYE AKBAR AND FREYA HIGGINS-DESBIOLLES	
		27
1	Place marketing for social inclusion	37
	ARAM EISENSCHITZ	
_		
5		£1
	unique brand	51
	JAN BROWN	
5	Spaces of identity in the city; ombracing the controdictions	70
)	Spaces of identity in the city: embracing the contradictions	70
	CECILLIA CASSINGER AND ASA THELANDER	

vi	Contents	

7		
	post-Katrina New Orleans	82
	KEVIN FOX GOTHAM AND KATIE IRVIN	
8	Maps and tours as metaphors for conceptualizing urban	
	place representation for marketing/branding purposes	96
	GARY WARNABY, RICHARD KOECK AND	
	DOMINIC MEDWAY	
9	Brand conformity in a food place context	111
	ANETTE THERKELSEN	
10	Stockholm: the narcissistic capital of Sweden	126
	JOHAN GROMARK	
11	A branding stranglehold: the case of Florida's orange tie	141
	STACI M. ZAVATTARO AND DANIEL L. FAY	
12	Place branding as political research: from hidden agenda to	
	a framework for analysis	158
	ANDREA LUCARELLI	
13	Conclusions: inclusive place branding – towards an	
	integrative research agenda	172
	MASSIMO GIOVANARDI, MARIA LICHROU AND	
	MIHALIS KAVARATZIS	
14	Closing commentary: between brand utopias and lived	
	experience	182
	NADIA KANEVA	
	Index	191