

Special Issue

Place Branding and Brand Management for Sustainable Creative Cities

Message from the Guest Editors

Cities are poised to become the new centers of global power. The challenges faced by urban areas compel us to rethink how they have historically been organized and planned, as well as how they participate in a global geopolitical landscape where power relations among various actors are being redefined. However, in a global and local context, which some authors have termed 'glocal', urban areas will have to compete with rural territories that also want to participate in these networks of interests. Mediating how megalopolis and rural territories will sustainably coexist and compete in the future will be a big societal challenge. Place branding must be examined through our understanding of the existing relationships among various stakeholders involved in the social, political, and economic life of a territory. This Special Issue aims to collect original research in the area of place branding and brand management that will provide a comprehensive understanding of the complexities faced by cities in the current twenty-first century, and how their territorial brands should function as tools to lead and address their strategic challenges.

Guest Editors

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Editor-in-Chief

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