

RESOURCES LIST

Academy of Marketing Place Marketing & Branding SIG

Below you will find some useful initial key readings for those who want to learn more about Place Marketing & Branding and associated concepts:

Place Marketing

Kotler, P., Haider, D. H., & Rein, I. (1993). *Marketing places: Attracting investment, industry and tourism to cities, states and nations*. New York: Free Press.

Skinner, H. (2008). The emergence and development of place marketing's confused identity. *Journal of Marketing Management*, 24, 915-928. doi:10.1362/026725708X381966

Place Branding

Anholt, S. (2005). Editorial: Some important distinctions in place branding. *Place Branding*, 1, 116-121.

Anholt, S. (2008). Editorial: Place branding: Is it marketing, or isn't it? *Place Branding and Public Diplomacy*, 4, 1-6.

Hanna, S, & Rowley, J. (2008). An analysis of terminology use in place branding. *Place Branding and Public Diplomacy*, 4, 61-75. doi:10.1108/00251740010379100

Kavaratzis, M. (2005). Place Branding: a review of trends and conceptual models. *The Marketing Review*, 5, 329-342.

Kavaratzis, M., Warnaby, G. & Ashworth, G. J. (2015). *Rethinking Place Branding: Comprehensive Brand Development for Cities and Regions*. Switzerland: Springer International Publishing

Maheshwari, V., Vanderwalle, I. & Bamber, D. (2011). Place branding's role in sustainable development. *Journal of Place Management and Development*, 4, 198-213, doi: 10.1108/17538331111153188

Skinner, H. (2009). The capital city as 'product' brand under the nation's corporate umbrella. In R. Maitland & B. Ritchie (Eds), *City Tourism: National Capital Perspectives* (pp. 27–36). Oxfordshire: CABI.

Skinner, H. (2011). In search of the genius loci – the essence of a place brand. *The Marketing Review*, 11, 281–292. doi:10.1362/146934711X589471

Skinner, H. (2017). Business tourists' perceptions of nation brands and capital city brands: a comparison between Dublin/Republic of Ireland, and Cardiff/Wales. *Journal of Marketing Management*, DOI: 10.1080/0267257X.2017.1313757

Place Image & Identity

Bradley, A., Hall, T., & Harrison, M. (2002). Selling cities promoting new images for meetings tourism. *Cities*, 19, 61–70. doi:10.1016/S0264-2751(01)00046-4

Echtner, C. M., & Ritchie, J. R. B. (2003). The meaning and measurement of destination image. *Journal of Tourism Studies*, 14, 37–48.

Gartner, W. C. (1994). Image formation process. *Journal of Travel and Tourism Marketing*, 2, 191–216. doi:10.1300/J073v02n02_12

Foroudi, P., Gupta, S., Kitchen, P. Foroudi, M. M., & Nguyen, B. (2016). A framework of place branding, place image, and place reputation: Antecedents and moderators. *Qualitative Market Research: An International Journal*, 19, 241-264. doi: 10.1108/QMR-02-2016-0020

Roth, K. P., & Diamantopoulos, A. (2009). Advancing the country image construct. *Journal of Business Research*, 62, 726–740. doi:10.1016/j.jbusres.2008.05.014

Journals

You will also find many useful papers published in the following journals:

[Journal of Place Management and Development](#)

[Place Branding and Public Diplomacy](#)