

Destination Branding for Small Cities - Second Edition

By Bill Baker

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Destination Branding for Small Cities - Second Edition By Bill Baker

In his second book, Bill Baker again skillfully cuts through the theory, advertising-speak and branding jargon to simplify and clarify the practice of branding small cities for improved tourism, economic development, placemaking and urban design. This must-read primer demystifies branding, shows how to uncover your most potent brand platform, and provides real world examples, as well as affordable, proven tools, templates and checklists to help breathe life into small city branding and marketing.

Baker s writing style has been describes as engagingly direct and to the point, and his books are recommended as essential reading for anyone involved in the study or implementation of city and destination branding, marketing and planning.

This revised edition has retained and updated its focus on the essentials for successful destination and place branding. Among the additions are:

- The essentials for successful brand planning for small cities including new and updated processes, advice, checklists and techniques.
- Explanations of the different forms of place branding, branding in tough times, selection of place branding expertise and the role of product development, placemaking and wayfinding in place branding.
- How to introduce a strategic focus to enhance small city competitiveness.

- Interesting insights from some of the world s leading place branding consultants, academics and practitioners.
- Worldwide examples from the USA, Asia, Europe, Middle East and Australia.

While the title is Destination Branding for Small Cities, the underlying principles and processes can just as readily be applied to regions, counties, Downtowns, Main Streets, resorts, and even states and countries.

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Destination Branding for Small Cities - Second Edition By Bill Baker Bibliography

- Sales Rank: #263258 in Books
- Brand: Brand: Creative Leap Books
- Published on: 2012-05-21
- Original language: English
- Dimensions: 8.50" h x 5.75" w x .75" l, .65 pounds
- Binding: Paperback
- 208 pages

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Editorial Review

Review
There is an increasing realization of the important links between urban design and place branding. Bill's book has gone a long way in bridging the gap between the two. Combining the skills of placemaking through urban design expertise and the branding of cities and regions are of vital importance in the future. Bill's principles and guidelines apply to cities and regions in every country. --Odd Arne Blindheim, Chairman of the Board, Nordic Urban Design Association

This book once and for all destroys the myths and misinformation surrounding the branding of places. It has the potential to save millions of dollars wasted by cities, states and nations on ill-conceived and ineffective campaigns purporting to be brand development exercises. -- --John King OAM, Chairman, Australian Tourism Export Council

Baker's writing style is engagingly direct and to the point, and his book should be essential reading for anyone involved in the study or implementation of city branding. --Journal of Brand Management Volume 17 #2, Oct/Nov 2009

About the Author
Bill Baker, President of Total Destination Marketing, is recognized internationally for his pioneer work in branding places of all sizes, from nations to small cities.

He has more than 30 years destination branding and marketing experience in 25 countries and has been directly involved in some of the most respected and successful place branding campaigns in the USA, Europe and Australia.

Bill is a popular speaker and planning facilitator in the USA and abroad on the many aspects of place branding and destination marketing. He lives in Portland, Oregon in the USA.

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