Contributors

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**Björner, Emma** is a PhD candidate at Stockholm Business School at Stockholm University, Sweden, and a member of Stockholm Programme of Place Branding (STOPP). Her research is concerned with city branding, China, mega-cities, marketing and communication. Her main focus is on strategic branding and global positioning of Chinese mega-cities. Emma has an academic background in media and communications as well as in marketing and management, and has studied and worked in China, the USA, the UK and Malawi. She has published in the fields of city branding and event management.

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Fan, Hong is Professor of Corporate Communication and Cross-Cultural Communication at Tsinghua University, China. She holds a PhD from the University of Oxford, UK. Her teaching and research are concerned with city branding, country image, corporate communication strategy, and cross-cultural communication. She worked as a diplomat in the 1990s, and taught in the US among other countries during 2005–09. Now she is director of the City Branding Program, and director of the PR and Strategic Communication Institute of Tsinghua University.

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Jansson, Johan is Associate Professor at Uppsala University and affiliated with CIND (Centre for research on Innovation and Industrial Dynamics). Jansson has a PhD in Human Geography and his research interest is generally directed towards the field of economic geography, with a theoretical focus on agglomerations, local–global linkages, knowledge flows, creative (urban) milieux, quality, entrepreneurship and branding. These theoretical approaches are used in research on, for example, different cultural industries (e.g. design, music, arts), the internet industry, industrial districts, and urban and regional development. Jansson has published several articles, books, book chapters and reports on these topics and he is also teaching and lecturing at various levels.

Kornberger, Martin received his PhD in Philosophy from the University of Vienna in 2002, followed by a decade at the University of Technology, Australia, where he worked as Associate Professor for design and management and as research director of the Australian government’s Creative Industry Innovation Centre. Currently he lives in Vienna and works at Copenhagen Business School. With an eclectic bookshelf behind him, his eyes are firmly focused on organizations: how do we manage them? How do we strategize their futures? How do organizational cultures shape insiders? How do brands engage with outsiders? What makes some organizations more innovative than others? And what ways are there to make organizations behave more ethically?

Levin, Paul T. is the founding Director of the Stockholm University Institute for Turkish Studies. His teaching and research areas span
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Power, Dominic is Professor of Economic Geography at Uppsala University, Sweden. His research is concerned with clustering, regional and industrial competitiveness, and innovation dynamics. His chief focus has been the workings of the cultural economy and creative industries: in particular the music, design and fashion industries. He has also worked on geographies and spaces of branding, positionality and differentiation. He has published extensively within these areas. He has worked as a policy advisor and consultant to various Nordic government ministries and authorities in the areas of cultural innovation and industrial policy.

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Wang-Védrine, Yu is a lecturer and researcher at the Ecole Nationale Supérieure d’architecture de Paris-Belleville (ENSA-PB), France, Tongji University, China, and HES-SO of Fribourg, Switzerland. Her PhD thesis was on environmental urban planning, and since then she has been working on issues related to sustainable city development. Wang-Védrine also works as an architect and urban planner in Lausanne. Her work mainly focuses on planning practices and their theoretical basis in varied cultural contexts. Her working experiences in different cultural contexts – China, France and Switzerland – are the main source of her reflections.
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