accreditation tactics in place branding 236
accumulation regime in China (since 1978) 43
Agenda 21 for China, signature by China 79
agglomeration economies 21, 64, in Brazil, China, India 91–2
agricultural land protection policy 54, 80–81
air pollution as major issue economic growth, overriding objective 257–8
Ancient City Wall, Xi’an 148
architects for China, foreign Guangzhou Opera House (Zaha Hadid) 267
architectural icon in Singapore 241
architecture, foreign expertise 79
architecture in city branding 136
art and film unofficial depiction of change 171
art movements, identity in Vincent van Gogh 187
Asian Games, 1992, Beijing, city branding 108
Asian Games, 2010, Guangzhou 94
authenticity in branding practices 210–11
automobile industry zone, Jiading New City 30
autonomy, absence of 55
bad air quality in Beijing 142
Beijing 20
11 new satellite towns 24
capital of China 108–9
changes in urban environment 172
city slogan, ineffective of 139
cluster analysis 71
courtyard houses (siheyuan)

unique vernacular architecture 171
mega-city 106
political capital of China, not cultural 142
small alleys (hutong) 171
world class city 109, 202–3, 273
learning from Hong Kong 142–3
Beijing High-Technology Industry Development Experimental Zone, China’s Silicon Valley 109
Beijing Olympic Games 2008 108, 126, 132, 135, 155, 168, 245
good effects, short-lived 212
nation branding 172–5
promotion of Chinese culture 173
Beijing Overall City Plan 2004 to 2020 world city aim 142
‘Beijing Spirit’ city brand desirable attributes 275
Best Investment Environment City of China Hangzhou prize 256
Big Wild Goose Pagoda, Xi’an 148
Blue Economic Zone 75
Bohai Sea Economic Zone 64, 65
index system of urban branding 69–70
index-based calculations 271
map 68
Shandong, Liaoning 67
Shandong Province 74–5
urban agglomerate brands 20, 73
vigorous economic region 67–70
brand channelling 224–5
brand communication professional skill 137
brand-culture Scandinavian examples 195–7
brand elements of individual cities 65
brand equity index (BEI)
Bohai Sea Economic Zone 67
Brand Hong Kong 142–3
brand identity 133–4, 151, 208
brand image for Singapore arts flourishing 238, 243
branding Chinese metropolises 7–13, 146–8
branding image for tourism 148–9
branding process, state-led top-down process in Hangzhou and Xi’an 152
branding the Olympics, requirements 172–3
brands and branding
collectivity, continuity, identification 10
brands of particular place 220–21
budget hotels, development for Hangzhou and Xi’an 151
building block cities 197–9
‘cosmopolitan flair’ 204
‘urban creativity’ 204
Bund, in Shanghai, music video, City 176
business locations, investors’ selection 208
capital accumulation 44
capitals, competition 263
car races in Singapore, 1960s controversial 238–40
carbon emissions, influence 34
casinos in Singapore objections to 240–41
catwalk technology performance and aesthetics 202
CCTV Chinese national television 137
CCTV Tower, Beijing 134
celebrities in Singapore F1 events 241
central city (zhongxin chengshi) 50
Central Economic Work Conference, Beijing 121
centralization-decentralization dilemma 23, 35–6
Chan Zhutang city brand, government public relations 67
change at expense of continuity 46
character of city, branding 136
Chengdu, capital of Sichuan province 213
aim to be like Melbourne, Amsterdam, Frankfurt, Seattle 113
City of Gastronomy 213
food traditions 216
foreign corporations 213
Hi-Tech Zone (CDHT) 1988
‘Home of the Panda’ 114
innovation hotspot in China 214–16
international tourism destination aim 113
logo, 2011, ancient historic symbol 114
mainstream media outlets 137
mega-city 106, 113–14
promotional video of 140
‘Real China’ 114
UNESCO’s Creative City video on life there 215–16
China
ancient civilization 212
branding, ‘soft power’ 214, 274
centralised state, Qin dynasty 221BC 54
powerful position in world 107
rapid change, urbanization 213
West, differences in governmental structure, demographics 11–12
world’s factory, 1980s 225
China Central Television (CCTV) city brand advertisements 125
China National Committee for Terms in Sciences and Technologies (CNCTST) 81
Chinese Communist Party (CCP) rule branding 114, 196
classical musicals, dances 151
communism, rebranding of 172
cultural heritage legitimation 170, 178
destruction of historic neighbourhoods 269
mega-cities 4, 32–5, 42, 116, 280–81
nation brand effect, not positive 115, 212
party-state, control over economy 52
socio-historical setting 43
State Grid Pavilion, energy-efficient 166
Chongming Island
   Dongtan project, Shanghai 79
   new environmental guide 80
Chongqing, mega-city 106, 111–13
cities as places of origin 194
cities, designated, in China
   Guangzhou in 1920 55
   no legal autonomy 276
city advertising, lack of individuality 127
city branding 35–40, 66, 117, 168, 190, 193, 203, 268–9
   competition of world cities 9–10
   Graz, Austria 184
   green 259
   ‘imagineering’, imaginative and rational 279
   importance of process 284–5
   polycentric mega-cities 38
   professional talent 140–41
   short-term benefits only 127
   soft power 124–6
   technology 197
   ‘uniqueness paradox’ 268
   urban narrative in China 177
city branding in China 262–70
   awareness and practice 125–6
   brand maturity, brand literacy, low in China 273–4
   difference from rest of world 270–90
   governance of 266–8
   ideological influence 12
   tie to political propaganda 175
city branding in Europe 145
   Graz, Austria 180–91
city brands 125
   clear and comprehensive for mega-cities 132
city building, inefficiency of, China 124
city competition
   for residents, tourists, events, funding 11
   for super tall buildings 236
city development programs
   media advertisements 125–6
   ‘city imagineering’, strategies for city positioning 116–17
city landscape development 133, 267
   city logo and slogan 137
   city marketing 5, 125
   city planning
      by foreign design companies 31
      for mega-cities 132
   city positioning, competitive image of 6, 65–7
   city promotional films in city branding 168, 177
city strategy, ‘normative’ and ‘purposing’ 277–8
city tourism destinations 104
city transformation, tallest building in world, Changsha 266
civil society in China 178
climate change policies 194, 251
   Hangzhou 249–59
co-operation agreement between China and UK 79
CO₂ emissions 249
   reduction, Hangzhou 253
   coastal cities in East China, mega-cities 35
commercial buildings, replacing central churches 83
commodity branding and city branding
   cities as products 202
communication from political top to residents of city 37
Communist Party, Chinese, intervention everywhere 48
Communist Party of China final decision for Hangzhou and Xi’an 152
competition, economic or commercial 5–6, 65, 126, 263
globalization 64
competitive cities
competitive forces, economy, science, technology 4–5
computer system, integrated
   Guangzhou-Foshan 97
‘construction density’, in China and in West 89
Brand Chinese mega-cities

construction land, scarcity of in mega-city regions 30
cooperaon between cities 97
Copenhagen, IOC Congress, 2009 235
copy-cat cities 194, 245, 264, 268
creditaon tactics in place-branding 232
creative zone, ‘798 Art Zone’, Beijing 109
crisis of Fordism under capitalism 44
cultural activities in European capitals 66
cultural exchange in Chongqing 112–13
cultural heritage and city branding 104, 168, 169, 170–71
Cultural Relics Protection Plan, Beijing 2003
sites in China 173
‘culture city’
Guangzhou Opera House 265
Yellow River Arts Centre Yinchuan, China 265
Dalian city 75
Delphic brand visioning 65
demographic spatial change 25–7
Deng Xiaoping, 1987
focus on economic development 81
design in branding 7, 133
desirable cities in world, mimics 32
destination branding 146–7, 152
developed world’s cities
emergence in Asia 3–4
discharge ducts, urban branding 69
Disney-fication of cities 235, 269
doctors, numbers of, urban branding 69
domestic demand, expansion of 121
Dongtan Eco-City, Chongming Island
governmental cooperation with UK 267
Dubai, brand elements of individual
cities 65
east coast of China, international
cooperaon 79
‘Eco-cities’ 31, 251
ecological civilization
Hangzhou as experimental site 253
ecological footprint of China 249
ecology competition (green cities) 34
Stockholm 163
eco-neighbourhoods, standards for 80
economic development 52, 69, 81, 107, 258
economic growth, China
more attention than welfare 44, 122, 123, 132
Economist Intelligence Unit Report (2012) 107
economy globalization, China 272–4
education and technology 100
electronics industry
competition between cities 96
emissions reductions in Hangzhou 254
Empire State Building, New York 134
English translations of Chinese
ambiguity of 141
Enlightenment 42, 46, 56
entrepreneurialism in China 42, 43, 45, 273, 278
environment
crisis in China 249
degradation 159
issues, cyclic economy
innovation economy 81, 122
movement, Sweden 159, 163
protection and heritage 34, 80, 258
environmental resources, lack of 124
epistemological problems, Western
concepts 50
European Smart Cities rank 210
events, importance of, Asian Games, 2010
Guangzhou 266
Experimental Development Zone, 1986
79
farmland, illegal occupation of 89
fashion capital of China, Shanghai 228
fast cluster analysis,
Bohai Sea Economic Zone 227
festivals, competitions
exhibitions in city branding 129
film, Meishi Street
resistance to oﬃcial visions 171
ﬁlmaker, Jia Zhangke
ﬁlm about Shanghai, I wish I knew
or Shanghai Legend 176–7
films, promotional, in city branding 169–70
Five-Year city plans 21, 135
Forbes Top Cities for Doing Business on the Chinese Mainland 2004 Hangzhou prize 257
Forbidden City 173
foreign direct investment (FDI) urban branding 70
foreign direct investment promotion China 132, 207–17
foreign environmental standards influence on China 80
foreign expertise imports in China architecture and urban planning 79, 266
Foshan as garden city green development strategy 99
fossil fuels, excessive use 249
free markets, not strong in China 52
gay community context, moral behaviour 211
generic brand, ‘a city in a box’ 198
ghost cities, construction 127
giant megalopolises 98
giant panda symbol for international branding China 213–14
Global Cities Index (2012) 273 joint study on world’s top cities 107
global competition 24, 32–4, 126
global market of cities branding of Chinese mega-cities 262–85
global promotion of Chengdu 113
global standards in ‘green cities’ influence of, on China 264
global warming concerns 159
globalization, territorial competition 1–2, 207
Globalization and World Cities Research Network (GaWC) ranking organization 2
Gold Coast City, Australia, urban branding 65
Golden Sun Bird crest Jinsha ruins, in 2001 213 pride in local culture and history 214
Golden Triangle 74
Goldman Sachs global investment bank 147
Gothenburg, ‘pulsating city’ 199
‘Governance and soft power’ 114–18 branding of Chinese mega-cities 114–17

governance levels, district level, county level 33
governance of cities legitimate and democratic 11, 19
governance policies, practical Guangzhou-Foshan 98
governance without government 53–6
governing practice shifts 53
government authority in China 99
government control in China 12
government incentives for expansion 28–30

government of Chinese mega-cities 42–59
Grand Canal (AD 610) 147–8
Graz, Austria
‘City of Design’ 185
‘City of Enjoyment’
‘City of Fair Trade’ 184
‘City of Human Rights’ 184
European Cultural Capital 2003, 183
open sourcing the brand 186–7
UNESCO World Heritage Site 183
Great Wall of China 173–4
green city by Hammarby Sjöstad 164, 265
green city making 194, 250, 251, 258–9
Green Community standard, 2001, in China 80
Green Olympics promotional themes for Olympics 162, 173
green percentage in built-up area 69
green technological solutions 161–6
greenhouse gas (GHG) emissions 252, 255
limited information 257–8
‘Greenland 21 Century New Town’ 32
Guangzhou Asian Games, 2010 126, 132, 135
Guangzhou in Pearl River delta
Master Plan for Strategic Development (2010–20) 96–7
new cities 24
oldest city and port 95
politically strong 93–4
Guangzhou-Foshan, citizen participation 100
Guangzhou as international metropolis 99
Gulf states urbanization, Dubai, Abu-Dhabi 198

Hammarby Model
emulation around the world, including China 164
Hammarby Sjöstad Olympic Village 160, 163
aims in green technology 162–3
role of failed Olympic bid 158–65
urban layout with green parks 160
Hangzhou 24, 147–8, 151
‘green city making’ 249
low-carbon development targets 252–5, 279–80
model for China, ‘City of Quality Life’ 255
proposed logo 150
Hangzhou and Xi’an, location map 149

Hangzhou City Brand Community 255–8
hard power focus on economic and military 125
‘harmony’ as euphemism for censorship 176
heavy industries focus 82
heritage
character and identity of city 7, 168–78
destruction 127
portrayal, ideological nature of 177
rich, cultural, Venice, Rome, Paris 169
hierarchical cluster analysis of urban branding system 71–3
hierarchy between cities, China 56, 271
highway systems, overabundance 89
historic neighbourhood destruction, China 170
historical and cultural bond, between cities 99
historical development of China urban China 55–7
historical importance of cities 136
history and culture of China, mysterious 152
Ho Chi Minh City, Vietnam
new city development 24
Holocaust, ‘dark heritage’ 169
home displacement in China 57
homogeneity of cities in China 124, 209
Hong Kong
branding process, ‘world class city’ claim 202–3
mega-city, flying dragon logo 142
and Shanghai, competition 263
housing construction in Shanghai population increase 28
Hu Jintao
The Scientific Concept of Development 81
Huaqing Hot Springs, Xi’an 148
human rights record, Beijing first failure to get Olympics 172
Humanism Olympics 173
image building projects, funds squandering 127
imagination and engineering ‘imagineering’ 117, 280–85
immigrants from other parts of China into suburbs 24, 26, 27, 126
imperial centre of China 55, 170
‘impression management’, city ranking 264
industrial capital
for new suburban cities 30–32
industrial sites, unplanned expansion 83, 89
industrialization, rapid, in China 249
Inner Mongolia sustainable cities, Hammarby Model research 165
innovation branding 193–4, 207, 209, 210, 216
for FDI promotion, Chengdu, China 212–16
‘Innovation Cities’ 31, 81–2, 283
inter-city competition, literature on 42–6, 96
international catwalk of cities performing to order 264
Index

international, world class, global cities
90, 106, 107, 115
International Finance Centre, Hong Kong 134
International Garden City prize, for Hangzhou and Xi’an 256
International Olympic Committee (IOC) Congress, 2009
Rio de Janeiro selection for 2016 Summer Games 234–5
international positioning of Chengdu
113
international trade and banking, ‘global city’ 2–3
Internet, for citizens’ views 117, 169–70
Jiading Anting Town, German-style town 31, 34
Jing-Jin-Tang International Capital Circle
Bohai Sea Economic Zone 74
knowledge, mode of production of verity, validity, reliability 49
knowledge production of Chinese intellectuals 51
Kyoto Protocol 79
labour shortages in primary industries 124
land designation by special privilege
Bohai Sea Economic Zone 272
land development project, linear process 85
land management
multiple landowners in West 83–4
land resource use, low efficiency 30, 90
efficiency of, in China 28
land use planning in West 46
land use, strain in China 270
legal framework in China 80
leisure opportunities
Chengdu, modernity and traditions 215
liberal concept of municipal government, after 1835 54
Lingnan (Southern China) ancient culture 99
literature on urban China 42, 46–57
local government development in China 54
local traditions or conditions no consideration for 196
local values of cities impact on branding 115
London Eye, London 134
long-term development promotion of 79
Los Angeles ‘cities on the move’, history lost 198
Louvre, Guggenheim museum, clones 198
low carbon economy concept 81
low-carbon industrial development zone, Hangzhou 251–5
machinery manufacturing competition between cities 96
‘Made in Shanghai’, meaning 226
Manchester, failed Olympic bid urban regeneration from 156
manufacturing industry in regions of Shanghai 31
Marco Polo, praise for Hangzhou in 13th century 148
Marina Bay Sands resort, Singapore 241, 242
Marinelli, Franco
Australian TV producer, in Shanghai 176
market mechanism and strong state complementarity 53
marketing of cities 6–7, 9–10
Marxist analysis of hegemony 50, 51
Master Plan of Shanghai (1999–2020) 81
material wealth and wellbeing, China 123
‘McDonaldisation of society’ 186
media advertising for city branding 126, 137
medical services 27, 100
mega-cities in Asia 2
New York, London, Hong Kong, Beijing, Shanghai 134–5
Mega-cities in China 43, 135
city branding 103–4
Branding Chinese mega-cities

- educated, white-collar workers 134
- more than 10 million inhabitants 3
- reflexive reasoning 283–4
- size and city branding 108
- structural features 134
- mega-event-led urban development (MUD) 165
- key audiences 156–7
- mega-events, failed 155–66
- megalopolis (da chengshi quan), Western concept 50
- merchant guilds in China 55
- metropolitan region (dushi quan), Western concept 50
- metropolis, transnational Öresund Region, bridge, Denmark to Sweden 197
- metropolitan governance in China 19
- obstructions 97–8
- migrant workers in suburban areas 26
- migration, mixed, social differentiation 1, 25, 27
- Ming Tombs 173–4
- Ming vase, exceptional value 226
- minority people in cities, ignoring of 169
- modern development of Chinese cities image, management, operation 66, 134
- modern industry in China, Shanghai 227
- multicultural experience translation from Chinese 141
- Municipal Corporation Act, mid-19th century England 54

Nanjing Youth Olympics (2014) 245
- nation branding 38, 108, 172
- national economies of mega-cities Barcelona, Sydney, New York 92
- national forest parks in Hangzhou 148
- national image management of China 115, 212
- National Protection Policy of Agriculture 80
- national values of cities impact on branding 115
- nationalisation in China strengthening of state power 52, 55
- natural resorts in Hangzhou 148
- negative associations of some Chinese products 225
- neighbourhood structure model 82–3
- neo-liberalism and China 44, 51–2, 52
- New Beijing slogan, criticism of 173
- New Jiangwan, Shanghai 82, 84, 87–8
- New Left movement 51
- New Urbanism 83
- Olympic bid from Stockholm for 2004 160–61
- Olympic Games, 2000, Sydney
  - city-enhancing image 156–7
- Olympic village, 2004, Stockholm
  - loss and green vision 155–66
- One World, One Dream, Beijing slogan 173
- open source coordination mechanism
  - brands and branding 183
  - in city of Graz 183–9
- open sourcing the city brand 90, 105, 189
  - shared storytelling style 180–81
  - Öresund Region, bridge
    Denmark to Sweden 199, 201, 204
- Organisation for Economic Co-operation and Development (OECD) 51–2
- Oriental Pearl Tower, Shanghai 134
- party-state in China 48
- past and present 56
- Pearl River Delta region 20, 67, 91–101, 271
  - development for international competitiveness 98
- Joint Mayoral Meetings 99
- land, population, GDP 94
- metropolitan development 93–8
- policy implementation 99
- promotion of mega-city development 100–101
- People’s Daily newspaper, for media exposure 137
- Pepsi Cola and Chengdu, cooperative deal 129–30
- physical attractions of city historic and cultural landmarks 136
Index

pianist, Lang Lang, *Shanghai Concerto*, film 176
place-based brands 67, 145, 209, 220–30, 232
place branding for foreign direct investment promotion (FDI) 208–9
police stations in Chongqing 112
policy implications 98–100
political and administrative bodies division of responsibility 276
political economy perspective from West 46
political implications of neglect of historical geography 57
political power of cities, national and international 2, 3
political propaganda through city branding in China 274–7
pollution fears 159
pollution prevention, green network 83
polycentric mega-cities, rise in China 21–40
Polycentric Urban Regions (PUR) need for coordination 37
polyphonic branding process, different voices 38–9
population, permanent residential, fluctuations in Shanghai 26
population density 27, 69 efficiency of land use 89
population migration 34
population of China greater than all OECD member states combined 123
power over environment, exercising 283
power relations of governing 28–30, 50
private capital in urban development UK partnership 52
product meanings and origins 225–9
product origins 220–30
professional talent competition 126
promotional events, public relations campaigns in city branding 129
promotional film for Beijing Olympics *Beijing 2008* 174
*New Beijing, Great Olympics* 173–4
Propaganda Department of government city branding 141
property rights in China 52
protection of historic environments little effect in China 171
public investment, fragmentation of 33
public library supply, urban branding 69
public parks in city, city branding 136
public rental housing units ‘Liveable Chongqing’ 112
Shanghai 25
public transport consolidation control of urban density 80–3, 124
publication in English-language world SSCI journals 47
Pudong in Shanghai, new development 110
Pudong International Airport, Shanghai 232
Pudong New Area in Shanghai 263
Pudong skyscrapers, Shanghai 176
Qianjiang Economics Development Zone clean and green businesses 255
Qianmen (Beijing) gentrification, displacements of old residents 170
Qianmen re-development project heritage destruction criticism 173
Qiantang River, new cities 24
rail transit links 27
railway frequency 69
random conceptual appropriation 50, 51, 58
rapid urbanization in China balance of concern for environment and inhabitants 166
real estate fair, international Stockholm branding show, Cannes, 2012 196–7
‘real’ from ‘fake’, distinction 211
recreational institutions, urban branding 69
red and yellow, happy colours 112
red colour, government of China 112
‘Red Town’ Shanghai 111
regional capitals 202
Branding Chinese mega-cities

regional collaboration 100
regional development promotion
Guangzhou-Foshan, Shenzhen-
Hong Kong, Zhuhai-Macao 95
regional economic development in
China 92
regional planning development
urban development around globe 98
registration hukou system 135
Renaissance 42, 46
research, innovation and development
in Shanghai 111
residences, high-class, and slums 27
residential areas, large (‘communities’) 86
residential estate, urban branding 69
resource sustainability 258
retail marketing 145
revolutionary heritage sites, China 170
rickshaw travelling in Beijing 174
roles of distinction, Paris fashion,
Munich beer 274
rural activities within city wall 55
rural heritage, absence of 39
rural land, rapid acquisition of
for construction land 27–8
safety
‘Safe Chongqing’ 112
Sanlitun Village 263
school playgrounds, ‘Healthy
Chongqing’ 112
science and technology
Zhongguancun Science and
Technology Area 272
Science and Technology Museum, low-
carbon
in Hangzhou city 256
scientific development 111
self-perceptions of Chinese people,
improving with rapid economic
growth 212
self-promotion, credibility of 233–4
Seoul, inspiration of Western urban
model 47
Shanghai
birthplace of CCP and labour
movement 175
city branding 109–111, 175–7
conservation of old city parts
Yu Gardens, buildings on Bund 110
container port since 2010
creative hubs 111
gateway for foreign trade 109
‘harmonious society’ 175–6
housing construction stock, 2000–09
29
international harbour, early 20th
century 109
international trade centre in China
227
modern and historic city 227
new city logo and slogan, ineffective
of 139
‘Paris of the East’ 86, 110, 175,
227–8
polycentric mega-city 21–40
promotional film, Shanghai Concerto
176
target, world city of international
excellence 109–10
towering skyscrapers 232
trading zone between China and
West 227
‘world class city’ claim 202–3
Xintiandi, version of Manhattan’s
SoHo 198
young city, semi-colonial past
Western architecture, character, 171
Shanghai Five-Year Plans, 10th and
12th
Chongming Dongtan 22
Dianshanhu New City 22
Fengxian Nanqiao 22
Jiading New City 22
Jinshan New City 22
Lingang New City 22
Nanqiao New City 22
Pudong Tangzhen 22
Songjiang New City 22
status of new cities 23
Shanghai Municipal Tourism
Administration
‘Shanghai − A City of
Innovation’ 111
Shanghai New City, education and
technology 34
shanghai world expo, 2010 126, 132,
135, 155, 168, 243
better city, better life slogan 175
changes in urban environment 172
logo and slogan 110–11
shaoxing, east of hangzhou
agricultural land into city 24
shenyang city 71, 75
shenzhen in pearl river delta
increase in total GDP share 95–6
near Hong Kong, expansion of 24
politically strong 93–4
worldwide leader in communication
networks 96
shenzhen special economic zone 263
shenzhen universiade, 2011 126
sichuan earthquake, 2008 214
silicon valley-like districts 222, 235–6
sincerity and authenticity 211–12
singapore, 24
accreditations tactics in branding
239
active bid for major events 237
botanic gardens 238
branding of 236–43
enhancement of city brands 233
F1 races 240
green city 238
hub for global media industry 237
renaissance city, arts and culture
237–8, 243
social equity in 233
singapore economic development
board (EDB) 237
singapore national parks 237
singapore tourism board (STB)
237
singapore urban development
authority 237
skyscrapers in shanghai 110
slogans for Beijing
patriotism, innovation, inclusiveness,
virtue 174–5
slogans for branding 128
‘Smart Cities’ 31, 210
social insurance 27, 33
social media, importance of online
presence 137, 169
social welfare issues of urbanisation
122
socialist regime in China (before 1978)
‘leftist ideology’ 43, 55
soft power, co-option rather than
coercion 124–5
soft power and hard power 64
soft power of Chinese cities 121, 125,
142
‘Solar Roofs’, hangzhou 254
songjiang thames town, English-style
community 31
songjiang new city
around songjiang industrial park 30
South-East Asia, spread of mega-cities
24
spatial layout at nation level 21, 50–51,
271
spatial planning 46
spatial resources, use of 36
special administrations regions
(SARs)
china, Hong Kong, Macau 93
special economic zones (SEZs) 93,
272
speed, focus on, Cities on the Move 199
’spirit of Graz’ 185
spirit of place 136, 201
sports in Beijing 173–4
stakeholders, relations with urban
branding 66
state neoliberalism, communist party-
state 44, 53
statistical analysis, urban branding
system 71
statues, in city branding 136
stiglitz, joseph, economics Nobel Prize
winner
praise for Singapore system 233
stockholm
expanding international economy
159
failed Olympic bid 158, 164–5
green capital, Hammarby Model 165
Hammarby Sjöstad urban district
155
immigration, demographic changes
and population growth 159
IT sector 159
strong, central command of
development 161
stockholm ware AB 163
Branding Chinese mega-cities

style, importance of 187–8
suburban moves from central city 25, 34
suburbanization experiences in Western world 82
middle-class gentrification 25
suburbanization in China
difference in China and West 26
local rural population influx 25
Summer Olympic Games, 2004, Athens 155
Summer Palace 173–4
sunshine and renewable energy 80
sustainable cites in China, branding of 78–90
‘Sustainable Communities’ 31
Sweden Conference on the Human Environment, 1972 159
Sweden, Greens political party 159
Swedish Local Investment Programme (LIP)
technology for ecological sustainability 164
symbiotic cooperation 67
Taiwan Straits 67
tap water volume, urban branding 69
technical expertise in city branding
current lack in China 130
technical standards, regional planning 80
technological determinism 57
Technological Olympics
promotional themes for Beijing
Olympics 173
telecommunications hub, China 213
Temple of Heaven, renovation 173
theatres, in Montreal and Osaka 66
Tianjin, Bohai economic rim, new cities 24
Tianjin, cluster analysis 71
Tibet, protest against repression
boycott of Shanghai Expo, 2010 236
Tokyo, ‘cities on the move’ history lost
198
toll stations, Guangzhou-Foshan 97
top-down traditional planning 37
tourism competition 126
tourism marketing 66, 145–7, 149
tourism products, heritage resources 150–51
tourism value, urban branding 70
tourist and retreat locations 96
tourist sites, attractive
competition between cities 263
town-country relations in China 56, 58
trade fairs in Shanghai 228–9
traffic improvement
‘Smooth Chongqing’ 112
traffic problems in Beijing 142
Transit Oriented Development (TOD) 82
result of re-thinking urban sprawl in US 82–3
transport system, complex in mega
cities 27, 34, 95, 100, 134, 151
travelling exhibition, Cities on the Move 197–8
tree planting, ‘Green Chongqing’ 112
TV commercials 140
UK White Paper Our Energy Future (DTI, 2003) 81
Ukraine, lack of democracy
football games boycott, 2012 236
underground railway, Guangzhou to Foshan 2010 97
unique feature for city branding, iconicism 128, 142
United Nations Human Settlement Programme (UN-Habitat) 79
universities in Shanghai 111
urban activities outside city wall 55
urban agglomeration (chengshi mijiqu)
Western concept 50, 64–5
Urban Best Practice Area 166
urban brand systems 64–76
academic research, cooperation between cities and regions 67
Bohai Sea Economic Zone 72–4
maintenance 69–71
particular image of city 65–7
urban change in China 46, 56
urban China research
random conceptual indigenisation 49
urban cluster development, in China 91–3
urban competitiveness in China, literature on 12
urban culture lack in China 124
urban density, control of 82–3, 89
urban development in China and Western theories of urbanization 12–13
urban environment
self-sufficient in sewage, energy, waste, water 163
urban governance 19, 42–4, 51–2 and entrepreneurialism 45
hierarchical structure 33
literature failure in China 58 without government 58
urban growth and city branding 10
urban imaginaries and city positioning process 250–51
urbanization, superficial, China 123–4, 127
urbanization and modernization of China polycentric mega-cities 32
urbanization in China 11–12, 25–8, 64, 121–4, 196, 249
achievements 122–3
importance of modernization 24
problems arising from 122
Shanghai 20
urban landmarks and architecture
grand stadium, athlete village 151
urban literature in world 42
urban management versus speed of development 124
urban model of Western cities, influence of 47
urban planning 46
environmentally friendly 166
foreign expertise 79
sustainability 166
urban regeneration, metaphorical transformation 156
urban-rural boundary blurring 33
urban-rural integration 81
urban-rural management systems efficient form of organization 33
urban-rural structure reforms, need for 28
urban space in China no need for knowledge of past 48
urban spatial forms, around large cities, China 21
urban theme parks 196
urban transformations mega-event-led 'green' development plans 155, 158
value creation 223
visual identity campaigns, 'Beijing Spirit' 266
visual identity, ineffective communication 139
waste treatment 80
company, SKAFAB, Sweden 163
water supply 69
water transportation, easy access 92
water treatment, green network 83
water zone protection plan, Guangzhou-Foshan 97
weak reputation of China environmental pollution, human rights issues 212
websites, Chinese, ineffective of 140
welfare for immigrants 27, 54
Wenchuan earthquake, Chengdu, 2008 113–14
team for city image promotion 128
West, recognition as norm 46–7
West Lake Cultural Landscape World Heritage Site (UNESCO) 147
Western architecture and Chinese feng shui principles 267
Western city and state as distinct bodies 55
Western concepts of city branding opposition in China 13
Western knowledge production leadership in 48, 50
'Western style' new city forms 32
Western sustainable planning principles the case of Shanghai 82
Winfrey, Oprah, Happiest People on Earth, Denmark 235
word-of-mouth advertising 133
world audience challenge 234
world cities, roles of economic, financial, cultural, transportation, political 2
World City rankings 264
World Exposition 245
world fairs (world expos) 157
Branding Chinese mega-cities

world imbalance and inequality in cities 113
World Trade Organization (WTO) 106
attraction of export-oriented industries 46
‘world wonder’, Qiantang River Tide Hangzhou 148
‘worlding practices’ 250–51
world’s top cities, New York, London, Paris, Tokyo 107
‘Worldwide Science and Technology Parks’ 31

Xi’an
birthplace of ancient Chinese civilization in Yellow River Basin 148
capital city of Shaanxi province
Chang’An (eternal city) in ancient times 148
Capital City of Tang Dynasty as branding for Japanese and Koreans 150

cultural relics and historic sites 148
promotion and marketing 151
Home of Terracotta Warriors as branding for tourism, 2005 148–9
one of Seven Great Ancient Capitals of China 148
Xintiandi (Shanghai) gentrification, displacements of old residents 170
Yangtze River Delta Area (2009–2015) 24, 81, 92, 109
national development strategy 73
united equity of urban branding 67
vigorous economic region 67
yellow colour, residents of China 112
Yellow River Arts Centre, Yinchuan, China 244
Yuyuan Garden, Shanghai 176
zoning system 84, 86, 90
zoning system in China rigid hierarchy 271–2