Contributors

THE EDITORS

**Gregory Ashworth** was educated at the Universities of Cambridge, Reading and London (PhD 1974). He has taught at the Universities of Wales, Portsmouth and (since 1979) Groningen. Since 1994 he has been Professor of heritage management and urban tourism in the Department of Planning, Faculty of Spatial Sciences, University of Groningen (NL). His main research interests include tourism, heritage and place marketing, largely in an urban context.

**Mihalis Kavaratzis** was born in Athens, Greece. He has studied Business Administration in Greece (Pireas) and Marketing in Scotland (Stirling). He soon discovered that he wanted to devote the working part of his life on something other than helping rich companies get richer and he went to the Netherlands where he obtained his PhD on city marketing from the University of Groningen. His research interests include place marketing and place branding, tourism planning and development, and the application of marketing in non-business situations. He lives in Hungary (Budapest) where he teaches marketing and tourism related courses.

THE CONTRIBUTORS

**Mirza Mohammed Ali Baig** BMedSci, MBA is a Research Assistant at Bradford University School of Management. He has researched into hard-to-reach communities and businesses within a predominantly South Asian area of the city of Bradford. More recently he has undertaken focus groups in order to understand how a city’s brand and identity can influence business performance and what impact businesses themselves can have on the identity of a city. He has taught Strategic Management and Product Innovation and is currently preparing doctoral research on how Marketing Communications can be adapted for non-mainstream audiences.

**Nicola Bellini** is Director of the Institute of Economic Planning of the Tuscany Region (IRPET) in Florence, and of the Management and
Towards effective place brand management

Innovation–MAIN Lab at the Scuola Superiore Sant’Anna, Pisa (Italy). He is author of several books and articles on local and regional development, innovation policies, the management and marketing of business support services and place marketing.

Claire Colomb is Lecturer in Urban Sociology and European Spatial Planning at the Bartlett School of Planning, University College London. She is a sociologist and a planner with a first degree from the Institut d’Etudes Politiques de Paris and a PhD in Planning from University College London. Her research interests include urban governance, planning and urban policies in European cities; place marketing, culture and urban regeneration; urban sociology; European spatial planning and transnational territorial cooperation.

Nelarine Cornelius is Professor of Human Resource Management and Organizational Studies at Bradford University School of Management. She is Director of the Centre for Research into Emotion Work (CREW) and Head of the Organizational Behaviour and Employment Relations Research group at Brunel Business School. Her research interests include identity management, fairness and ethics at work, emotion and reason, and organizational change and learning. She is Visiting Professor at McGill University, Canada, and the University of Valenciennes, and co-leader (with Professor Eric Pezet, École des Mines, Paris) of a joint Anglo-French project on mentoring supported by the Centre de Gestion Scientifique at the École Nationale Supérieure des Mines. Other research projects include an ESRC-funded research with Miguel Martinez Lucio (University of Manchester) and city regeneration and identity (with Myfanwy Trueman).

Alex Deffner, Dipl. Arch. NTUA (Athens), MSc Urban & Regional Planning (London School of Economics and Political Science: LSE), PhD Planning Studies (LSE). Since 2008 he has been Associate Professor of Urban and Leisure Planning, and since 2003 he has been Director of the Laboratory of Tourism Planning, Research and Policy, Department of Planning and Regional Development, University of Thessaly, Volos, Greece. He has been scientific coordinator of the various programmes relating to cultural heritage. His publications in English focus on urban cultural and time planning, and city marketing.

Magdalena Florek is a Doctor of Science in Marketing, Adjunct at the Poznan University of Economics, Poland. In 2006–07 she was senior lecturer in the Marketing Department, University of Otago, New Zealand. She is a scholarship participant of the Fulbright Foundation at Northwestern University and Kellogg School of Management, USA. She has gained
experience in place branding and marketing as a member of research and project teams in the USA, Italy, Poland and New Zealand. Her recent research focuses on place brand equity, place brand loyalty, place satisfaction and special events. She is also a founder of the Place+ consulting company in place marketing.

Henrik Halkier is Professor of regional and tourism studies at Aalborg University, Denmark. His main area of research is public policy, including place branding, tourism policy, and knowledge processes in regional economic development.

Graham Hankinson began his career as a market researcher before joining the Survey Research Centre at the London School of Economics. He has since held professorial positions at Thames Valley University and the University of Lincoln. He has also been Dean of the Business School at the University of Lincoln and was Head of the School of Marketing and Corporate Strategy at Kingston University. He now teaches and researches at London Metropolitan University Business School. His writing and research has been in the area of brands and their management, and more recently focused on the creation and maintenance of places as brands.

Assumpció Huertas Roig is a Senior Lecturer of Public Relations at Rovira i Virgili University, Tarragona (Spain). She is also a lecturer in Advertising at UOC (Universitat Oberta de Catalunya). She has a background in sociology, advertising and public relations. Her research spans tourism marketing, destination branding, new technologies applied to tourism, e-commerce, e-marketing and tourism communication. She is working in a project about new technologies and tourism at Pompeu Fabra University and she is also doing research on identity and destination branding. She is in the executive committee of Public Relations Researchers Association (AIRP).

Andrea Insch is a Lecturer and Researcher at the University of Otago, New Zealand. She has a PhD in International Business and Asian Studies from Griffith University. Her research is focused on place-based marketing and the ways that place identity can create stakeholder value. Currently Andrea is working on defining and measuring place brand equity in New Zealand’s cities and hopes to extend this research to other countries.

Ole B. Jensen is Professor of Urban Theory at the Department of Architecture and Design, Aalborg University, Denmark. He is coordinator of the Urban Design Research Group at Aalborg University, and a board member and co-founder of the Centre for Mobility and Urban Studies (C-MUS). His main research interests are city branding/culture
planning with particular emphasis on the relationship between representations and physical spaces, and mobility studies with particular emphasis on the relationship between physical movement and social identity/culture.

**Ares Kalandides** is a Berlin-based urban planner and consultant in place branding. As the managing director of Inpolis he consults cities, neighbourhoods and regions. He has a degree in Urban Planning from the National Technical University of Athens, where he still researches in urban geography. He is a member of the Georg Simmel Centre for Metropolitan Studies at the Humboldt University in Berlin, the Association of Place Branding & Public Diplomacy and a board member of the designer association Create Berlin.

**Joyce Liddle** is a Professor of Public Management and Head of the International Centre for Public Services Management at Nottingham Business School, NTU. She was Associate Professor and Director of the MPA at the University of Nottingham, Director of MA in Management at Durham Business School and Director of the MBA at Sunderland Business School.

**Anna Loffredo** graduated in geography at the University of Pisa. She is a Research Fellow at the Management and Innovation–MAIN Lab of the Scuola Superiore Sant’Anna, Pisa (Italy). Her research interests include local development policies and place marketing.

**María Cristina Mateo** currently works for the International Strategy and Action Bureau of Madrid City Council, in charge of the design and implementation of the strategy for the internationalization of the city of Madrid. Previously she worked as marketing manager and acting manager for Spain and Portugal in VisitBritain, Madrid. Before moving back to Spain she lived in London, where she lectured at several universities on the topics of the media in Spain, and Spanish contemporary culture. Cristina has a consultancy background in advertising, media, retail, tourism, utilities and the public sector, with a focus on new media and online marketing. (Marchfirst – AT Kearney). Cristina holds a PhD in Sociology (Goldsmiths College, University of London) and an executive MBA. A trained journalist, she writes regularly on consumer trends. She is also an Associate Researcher of the Instituto de Empresa, Madrid, specializing in place branding.

**Dominic Medway** is a Senior Lecturer and Head of the Marketing Group at Manchester Business School. His research interests bring together his academic roots in marketing and geography, with a particular focus on place marketing and management.
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Nigel Morgan is an academic who combines publication and consultancy with a background in research, policy development and marketing acquired at national agency and local government levels. He is currently Professor of Tourism Studies at the Welsh Centre for Tourism Research in the University of Wales Institute, Cardiff. Whilst much of his research focuses on issues of identity and citizenship in tourism, he has an interest in destination marketing.

Cecilia Pasquinelli holds degrees in local development from the University of Pisa (Italy) and University of Newcastle (UK). Currently she is a PhD student at the Scuola Superiore Sant’Anna, Pisa (Italy), with a research program focusing on place branding.

Annette Pritchard is Professor of Critical Tourism Studies and Director of the Welsh Centre for Tourism Research in the University of Wales' Cardiff School of Management. She has worked in sports and tourism research and strategy at national agencies and has degrees in sociology and international politics, media studies and tourism studies. She publishes on tourism’s visual culture and destination marketing. She has undertaken consultancy and advisory roles for public, private and third sector organizations, including UNESCO and national tourist boards and international tourism organizations.

Gildo Seisdedos is Professor of Marketing at IE Business School. He combines teaching, research and consulting activities in the fields of urban planning, local policies and city marketing and on the way cities deal with the new competitive environment, advocating city development strategy approach, which relates traditional planning with strategic urban planning, city branding and city marketing. He has prepared studies on urban planning and design at the London School of Economics and Political Science, the University of California in Los Angeles (UCLA), and Universidad de San Andrés (Buenos Aires). He holds a PhD in Urban Economy from Madrid’s Autonoma University, a Bachelor in Business Administration (E3) from ICADE, Madrid, a MBA Degree in Sales and Marketing Management from IE Business School and he is a member of...
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Anette Therkelsen is Associate Professor of tourism studies and market com-
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Myfanwy Trueman BA, MSc, PhD is Lecturer in Marketing at Bradford
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Gary Warnaby is a Senior Lecturer in marketing at the University of
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