Index

abandonment 220
accessibility 210, 211, 212–14
active sensory modes 125
Adrià, F. 120
adventure 206–207
advertising screens 228–30
aesthetics of a place 137–40
Affective Digital Histories project 168–9, 174
agelessness 96
Ahuvia, A.C. 88–9
Aitken, R. 172
Albrechts, L. 24, 29
alternative responses 29–30
Andersson, I. 22–3
Andersson, M. 31
Anholt, S. 8
Anholt–GfK Roper Nation Brand Index 150
antecedents/basics of brand love 92, 102
anthropomorphism 188–9
anticipation of separation distress 97–8
Aqua di Parma 128
Aristotle 78
Arnauld, E.J. 78
artworks 190–91, 192
Ashworth, G.J. 22, 24, 25, 26, 28, 207
Askegaard, S. 110
assets 128–30
Athens 11
attachment to place 89, 105
‘auld dolls’ 193–4, 197
authenticity, programmatic 117–21
autobiographies 180, 181
Avenue, The, Manchester 226–7, 229
Avery, J. 182–3, 187, 195
avoidance of separation distress 97–8
badging 94
Bækgaard, P. 112, 114–15
Bagozzi, R.P. 88–9
Balducci, A. 24
Ballantyne, D. 81–2
Barcelona 10
Barth, F. 119
Basso, K.H. 125, 136
Bateman, C. 192
Batra, R. 88–9, 104
Bauer, M. 169–70
‘Be Berlin’ campaign 166
Begg, I. 220
Beijing 11
Belfast 166–7, 191–4
Belize 119
Bellini, N. 44, 48, 50
Berlin 165–6
wheelchair accessibility 211, 212
Bilbao effect 47
bildungsroman 195
biographical story arcs 183
biography 178–81
brand biography see brand biography
growth of the genre 178–9
writing 179–81
Body Shop 182
Bogotá 167–8
Booker, C. 186, 187
Botta, M. 51
bottom-up approaches 81, 83, 84, 156, 165–8
boundary conditions condition 184
Bourdieu, P. 16, 76, 79–80, 128–30, 140–41
Bradford 10
stalled retail development 221–2
brand biography 178–200, 238
applicability to place 184–6
brandungsromans 194–6
culture and 190–91, 192
personification 188–9
storylines 186–7
urban biopics 192–5
brand communities 75, 93
brand love 88–107, 238
antecedents 92, 102
destination brand love model 101–102
experiential issues 95–7, 102
integrative themes 98–9
outcomes 97–8, 102
and places 88–90
relational issues 92–5, 102
tourist collages 91–2, 100–101
tourist interviews 90, 92–9
tourist photos 91, 99–100
types of destination brand love 103–5
brand mascots 179
branding branding quandary 184
brandungsrromans 194–6
Branson, R. 179
Brown, S. 184, 188, 189
Brundtland Report 236
Bruner, J. 163
Bruwer, J. 9
Bryson, B. 148, 184
Bullipedia 120
burial scene 194
Burrows, A. 214
C40 Cities Climate Leadership Group 236
Caldwell, L. 192
Caldwell, N. 8, 9
Campelo, A. 172, 188
canals 172
capital 16, 128–30, 140–41
cultural 16, 128, 129, 141
economic 16, 128, 129, 141
human 57–8
natural 16
sensory 141, 142
social 16, 128–30, 141
symbolic 128, 129–30, 141
Capone, F. 52
Carey, J. 189
Caro, R. 178
Carroll, B.A. 88
Casey, E. 140
categorical-content analysis 171
categorical-form analysis 171
Cayla, J. 78
Chan, C.-S. 23
Chatham Islands 124, 130–41, 172
Chatwin, B. 148
China 42, 187
Cho, D.S. 8
Christensen, C. 183
cities 236–7
creative city 237
mobility and experiencing 203–218, 238
neglected places see neglected urban places
City of Arts and Science, Valencia 42
city biographies 187–8, 191–5
city branding 6, 10–13, 161
community engagement 165–8
Cultural Branding Matrix see Cultural Branding Matrix
city–industrial legacy co-branding 45, 49–51
civic participation 26–8, 36
Clandinin, D.J. 171
Classen, C. 126
Coca-Cola 119
Co-creation of value 73–7, 81, 83, 208
coco-creational place branding model 80–85
coffee-shop conversation scene 193–4
Cohen, E. 210–12
Coleman, J.S. 130
collaboration 13, 15–16
rebranding Belfast 166–7
collages, tourist 91–2, 100–101
collective ownership 172
Colomb, C. 165–6
comedy storyline 186
commercial space 230–31
‘reading’ 222–4
ruination 228–30
see also retail space
communication-as-process 81
community
brand communities 75, 93
engagement and place branding 164–8
needs and hopes of 28–9
competition 219–20
conflict management 30
Congolese ‘la sape’ 119
Connelly, F.M. 171
consensus 32
Index 243

consistency 33
consumer culture theory (CCT) 75–6, 81
consumption 160
  hedonic 127
  place of 45, 47–52
content versus form 170–71
textual sign system 223
continuity 171
conventional sign system 223
cookbooks 111–17, 120
genealogy of Greenlandic food culture 114–17
co-production, place of 45, 51–2
corporate museums 50–51
country branding 6–7, 8
country-of-origin 4–5, 6
Cousins, M. 179, 192–4
creational place branding 82–5
creative class 58
creative economy 237
Creswell, T. 203–204, 205, 208–209, 231
Cronin, A.M. 230
crowdsourcing 156, 214, 215
crowdsourced interactive mapping 154–5
culinary place branding 108–123, 238
cultural amenities 63–4, 65, 66–7
Cultural Branding Matrix 41–55, 237–8
  branding the innovation system 45, 51–2
  city–industrial legacy co-branding 45, 49–51
  re-branding for an image shift 45, 47–8
  re-branding through reinterpretation 45, 48–9
cultural capital 16, 128, 129, 141
cultural constructionism 119
cultural ecosystem 44–6, 48–9, 51–2
cultural institutions 41–55
  global proliferation of 41–3
  hard-branded 44–6, 47–8, 49–51
see also Cultural Branding Matrix
cultural place attraction factors 58–60, 63–7
culture
  and brand biography 190–91, 192
  and brand biography 190–91, 192
cultural background and regional branding 33
food culture see food culture
place brand meaning-making 73–87, 238
surface culture 222–3
Czarniawska, B. 42, 43

Daly, M. 185
data collection, sensory 131–5, 152
Davies, T. 194
De Certeau, M. 204–205, 208, 209
De Chernatony, L. 7, 10
decision-making 43
  Cultural Branding Matrix as tool for 44–52
  regional branding 32
difference see neglected urban places
Della Lucia, M. 51
Denmark 56, 237
  return migrants and place attraction factors 60–67
design 215
destination brand community 93
destination brand love see brand love
destination branding 9, 10, 14–15
  Cultural Branding Matrix 45, 46, 47–9
destination love 104
destruction of evidence 180
Detroit 220, 232
development, strategy for 15–17
Dickens, C. 181
difference, recognition of 98–9
Dinnie, K. 6–7, 8
disabilities, people with 210, 211, 212–14
Disney brand 99, 101
disruption thesis 183
diversification mode 210
diversity, regional 32
Dixon, R. 196
Donald, B. 59
Dostoevsky, F. 181

Eating the Big Fish (Morgan) 183
economic capital 16, 128, 129, 141
economic place attraction factors 58–60, 62–3, 66–7
economies, segmented kinds of 16
Edensor, T. 220–21
Elliott, R. 162
Elms, J. 222
emotions 89
employment opportunities 62–3, 65, 67
enabling change 34–5
enunciative function of walking 205, 208
eros 103–104
Escalas, J. 161
escape 96–7, 103
Eshuis, J. 27
ethnicity 119
ethos 73–4, 76, 78–9, 81–5
European Capitals of Culture 229
evolutionary theory 161
exchange 76–7, 83, 129, 207–208
executors 180
existential mode of experience 212
experience
experiential issues and brand love 95–7, 102
mobility and experience/feeling 206
modes of for urban users 210–12
temporal perspective 209
experimental mode 210
experimental mode 212
expressing 162
fact–fiction balance 180–81
faction 181, 185, 196
family
and destination brand love 92–3, 100, 101
ties and return migration 61–2, 65, 66–7
fashion 43
feelings
mobility and experiencing the city 206
while at destination 97
Feld, S. 125, 136
Field, J. 128
film
I Am Belfast 179, 192–4
video films and sensory research 135, 137, 139
Florence 50, 51–2
Florida, R.L. 58, 63
food culture 108–123, 238
genealogy of 114–17
as programmatic authenticity 117–18
foundational premises (FPs) 75, 81, 207–208
fragmentation of property ownership 227–8
‘fragmented’ self 181
Freire, J.R. 8, 9
friction 206
Friedman, J. 119
friends 92–3
Gateshead 47–8
Geertz, C. 78, 135
genealogy of Greenlandic food culture 114–17
geographical location 34
gosemiotics 224
German car museums 50
Gertner, D. 8, 152–3
Gilbert, D. 89
Gilmore, F. 8, 10
Gladwell, M. 183
global economic restructuring 219
globalisation 4–5
glocal identities 118–21
glocalisation 109–10
Gnoth, J. 14, 16
Go, F. 161
Gold, J.R. 10–11
Gold, M.M. 10–11
governance 27
Govers, R. 161
Graham, B. 165
Grayson, K. 118
Greenland 108–23, 238
genealogy of food culture 114–17
programmatic authenticity 117–21
sample of cookbooks 111–13
Guardian, The 108
Guba, E. 163
Gucci museum 50
Guerzoni, G. 42–3
Guggenheim museum, Bilbao 47
Guthrie, S. 188

habitus 141
place brand meaning-making 73–4, 76, 79–80, 81–5
Index 245

Haider, D.H. 5
Hall, H. 59
Halloran, S.M. 78
Hankinson, G. 14, 30–31
Hanna, S. 23
Hansen, C. 112
happiness 97
hard-branded cultural institutions 44–6, 47–8, 49–51
Harman, W. 187
Hart, C. 222
Harvey, D. 10, 16, 219
Hatch, M.J. 161, 162
Hauge, I. 112
Hay Festival 11
Healey, P. 29
hedonic consumption 127
Heidenreich, M. 49
Henshaw, V. 127–8, 151, 154, 156–7
herbs 116–17
herding cats issue 184
hermeneutic phenomenological approach 131–2
Herron, J. 220
highly-educated returning migrants 56–69, 238
Hirschman, E.C. 127, 161, 190
Holbrook, M.B. 127, 190, 195
holistic-content analysis 170–71
holistic-form analysis 171
Hollander, S. 196
Hollis, L. 236
Hollister fashion label 182
Holman, C.H. 187
Holmes, D. 192
Holroyd, M. 178, 180
Holstein, A.N. 27
home, relationship to 94
homogenisation 165
Hosany, S. 89
Hoskins, G. 205, 208–209, 231
Hospers, G. J. 223
Howes, D. 126
Hultén, B. 127
human capital 57–8

I Am Belfast 179, 192–4
icebergs 193
iconic authenticity 118

identity
narrative and 161–2, 172
national 7–9
programmatic authenticity and
glocal identities 118–21
Ikuta, T. 23
image screens 228–30
image shift, rebranding for 45, 47–8
imageability 223
imagineering 165, 173
impressing 162
indexical authenticity 118
industrial legacy, city co-branding 45, 49–51
industrial ruins 220–21
see also ruination
innovation system, branding the 45, 51–2
institutions
cultural see cultural institutions
participation in place branding and strategic spatial planning 26–8, 36
interactions 76–7, 83, 163–4, 171
interviews
narrative inquiry 169–70
superiority of interview data 190
tourist and brand love 90, 92–9
introjection 231–2
Inuili cookbook 113, 116
Jacobsen, B.P. 23, 31
Janda, G. 112, 114–15
jobs, availability of 62–3, 65, 67
Johnson, L.B. 178
Johnson, R. 9
Journal of Historical Research in Marketing 195–6
Jovchelovitch, S. 169–70
Joy, A. 127
Kaingaroa Beach, Chatham Islands 134
Kalandides, A. 165–6, 167–8
Katendrecht, Rotterdam 27
Kavaratzis, M. 16, 24, 161, 162
Kjeldgaard, D. 110
knowledge workers, migrant 56–69, 238
Koeck, R. 209–210, 228–9
246 Handbook on place branding and marketing

Koll, O. 91
Kotler, P. 5, 8
Krishna, A. 127

landlords 227
language 162–3
Larsen, F. 113, 115
Larsen, M. 112
Las Vegas 185
tourists’ destination brand love 90–104
Lazzeretti, L. 51–2
Lee, K.M. 4, 7, 8
Levy, S. 195
Lichrou, M. 172
Lieblich, A. 170–71
light and shadow metaphor 221
Lincoln, Y. 163
literal truth 182
lived concept, place as 205, 208–209
Liverpool ‘Look of the City’ initiative 228–9
L’Occitance en Provence 186
London 11
London Babylon 194
Lonely Planet’s Guide to Travel Writing 148
lovemarks 89
Lusch, R.F. 81, 207

MacIntyre, A. 163
‘made-over’ former Office store 225, 228
Mamaq – en ny smag af Gronland 113, 116–17
managerialism 152
Manchester 10
accessibility in Chinatown 212, 213
neglected retail/commercial places 224–8, 229, 230
manifesto for multisensory place branding 153–5
Marafa, L.M. 23
MART (Museum of Modern and Contemporary Art of Trento and Rovereto) 51
Martinec, R. 118
material sign system 223
materiality 77, 231
May, A.J. 212, 214

McKechnie, S. 209
McKinty, A. 192
McLaughlin, T. 79
meaning-making 73–87, 231–2, 238
co-creational place branding model 80–85
ethos 73–4, 76, 78–9, 81–5
habitus 73–4, 76, 79–80, 81–5
theory and paradigms 74–7
measurement 150–51, 152
Medway, D. 127–8, 151
mega-events 10–11
mentality 64–5
Merleau-Ponty, M. 131
migrants, returning 56–69, 238
Miles, S. 160
Miller, D. 119
Minder, R. 42
Minneapolis 90–104
Mintz, S. 110
mirroring 162
Mish, J. 75
Mitchell, V. 212, 214
mobility 203–218, 238
accessibility 210, 211, 212–14
aspects of 203–204
factors affecting 205–206
marketing perspective 207–210
modes of experience 210–12
urban walking 203–207
modus operandi 80
Monieson, D. 196
Moore, C. 178
Morgan, A. 183
Morgan, N. 14–15
Morrison, V. 192, 196–7
Mulholland, J. 59
multiple destination brand loves 98–9, 103
multisensory brand experience 127
multisensory place branding 147–59, 238
absence of sensory engagement in place branding 150–153
manifesto for 153–5
Mumford, L. 188
MUSE Science Museum 51, 52
Museum Folkwang, Essen 49
Museum of Natural History, Florence 51–52
museums 41, 42, 45–6, 51–2
corporate 50–51
mystery 95–6

_Naked City_ 186, 196
narrative 160–77, 238
analysing place narratives 170–72
collecting and eliciting place
narratives 168–70
community engagement 164–8
and place 162–4
sensory narratives 127, 133–41
narrative inquiry 168–72
narrative inquiry space 171
narrative interviews 169–70
narrative turn 183–4
nation branding 6–9, 11–13
national identity 7–9
natural capital 16
negative information, resistance to 98
neglected urban places 219–35, 238
fascination with ruins 220–22
‘reading’ retail/commercial space 222–24
ruination and retail/commercial space 224–30
negotiation 29
_Neisassissaatigut/Vores Råvarer_ 113, 116
networks 130
of cities 236–7
Neville, S. 192
New Nordic Cuisine 116–17, 120
Nilsson, E. 112
Northover, J. 166–7
numeric data 155
nyt.com 108

odor-infused guide to York 151
_Of Time and the City_ 194
Office store, former 225, 227, 228
O’Hagan, S. 220
Okovango delta, Botswana 148–9, 155–6
Oldenburg, R. 113, 115
Oliveira, E. 22, 26, 27
Olsen, T.R. 113, 115–16
Olympic Games 10–11
online data sources 154–5, 168–9
Orlando 90–104
Oswald, L. 223–4, 231
outcomes of brand love 97–8, 102
outdoors, images of 99, 100, 101
overcoming the monster storyline 186

Paharia, N. 183
panpsychism 189
Papadopoulos, N. 4, 5
paradox 194
Parker, C.J. 212, 214
Parma 128
part-whole problem 184
participation
community engagement 164–8
strategic spatial planning approach
to regional branding 26–8, 36
partnerships 13
Pasquinelli, C. 27, 44, 48, 50
passive sensory modes 125
pathetic fallacies 188, 196
Patterson, G. 192
Peñaloza, L. 75
Penang 165
people in photographs/collages 99–100, 101
performative sign system 223–4, 231
peripheral places 56–69, 238
stigmatisation of 64–5
personality, place brand 150
personification 188–9
Peters, T. 196
phenomenological research 156
_philia_ 103
photographs
sensory research 132–3, 134, 135, 137, 138
tourist 91, 99–100
Piano, R. 51
Piatkowska, K. 50
place attachment 89, 105
place attraction factors 56–69
cultural 58–60, 63–7
economic 58–60, 62–3, 66–7
social 58–60, 61–2, 65, 66–7
place brand biography see brand
biography
place brand meaning-making see
meaning-making
place brand personality 150
place branding 3–21, 25, 160–62
   as community engagement process  164–8
   Cultural Branding Matrix 45, 46–7, 49–52
   effective 162
   history and evolution 4–6
   nature of 25
   as a strategic spatial planning instrument 25–6
   as strategy for development 15–17
   types of geographic branding 6–13
see also city branding; destination branding; national branding; regional branding
place narratives see narrative place product producers 207
place reimaging 29
place-scale 11–13
poetic truth 182
positive attitudes 98
 positivist research 156
'postmodern' self 181
postmodernism 183–4
poststructuralism 162–1, 183–4
product-country image 5–6
production, place of 45, 49–52
professional ambitions 62–3, 65, 67
programmatic authenticity 117–21
and glocal identities 118–21
Greenlandic cuisine as 117–18
projection 231–2
quest storyline 186
rags to riches storyline 186
reason for travelling 205
rebirth storyline 186
re-branding for an image shift 45, 47–8
re-branding through reinterpretation 45, 48–9
recognition 129
recreational mode 210
reflecting 162
reflexivity 132, 171–2
regional branding 6, 9–10, 12, 13
   challenges and opportunities 30–35
   complexity of 31, 35
   strategic spatial planning approach 22–40, 237
Rein, I. 5
reinterpretation, re-branding through 45, 48–9
relationships
   relational issues in brand love 92–5, 102
   return migration and 61–2, 65, 66–7
   representation of place 215
   reproduction 129
   research diary 132, 136
   Resilient Cities 236
   resistance to negative information 98
   resource constraints 33
   retail space 221–31
   ‘reading’ 222–4
   ruination and 224–8, 229
   returning migrants 56–69, 238
   Reutterer, T. 222
   rhythms 205–206
   Richards, G. 160
   Rio de Janeiro 11
   risk 206–7
   Roodick, A. 182
   Rome 185
   Ross, T. 214
   routes 206
   Rowley, J. 23
   Rubin, J. 161–2
   Ruhr region, Germany 45, 48–9
   ‘ruin porn’ 220, 231, 232
   ruination 231–2
      fascination with ruins 220–22
      and urban retail/commercial space 224–30
   Ryan, L. 59
   Rye, J.F. 64
Saldanha, A. 151–2
   salt stack 193
   Salvatore Ferragamo museum 50
   Santorini, Greece 172
   Schroeder, J.E. 77–8
   science fiction 190
   sea 137–40
   self-brand integration 94–5
   semantic reductionism 153
   semiotics 223–4
   senses 124–44
      absence of sensory engagement in place branding 150–53
experiencing the Chatham Islands 124, 130–41
making assets 128–30
many senses for sense of place 125–6
mobility and 204
multisensory place branding see multisensory place branding
photography 132–3, 134
sensory data collection 131–5, 152
sensory experiences and brand love 95
sensewalking 154, 157
sensory alienation cycle 153
sensory capital 141, 142
sensory knowledge 126–8, 141–2
sensory narratives 127, 133–41
separation distress, anticipation/avoidance of 97–8
service 207–208
service design 208
service-dominant logic (S–D logic) 73–4, 75–7, 81, 207–208
service sectors 152
Shankar, A. 163–4
Shaw, G.B. 178, 180
Sherry, J.F. 127, 195
Short, J.R. 221
sign structures 228–30
signscape 223–4, 231
Siisiäinen, M. 129
Simony, B. 112
Sinclair, I. 204
situation 171
smellwalks 154, 157
social capital 16, 128–30, 141
social construction 76–7
social dynamics 76–7
social media 154–5
social networks 61–2, 65, 66–7
social place attraction factors 58–60, 61–2, 66–7
soft infrastructure 44
South Wales canals 172
Sparkes, A.C. 136
speed 205
Spinningfields district, Manchester 225–7, 229
Starbuck’s coffee shop, former 224, 225
state 6, 7
stigmatisation of peripheral places 64–5
StinkyMaps 154–5
Stockdale, A. 62
storge 103
storylines 32
biography 183
place brand biography 186–7
straplines 153
strategic marketing planning 5
strategic spatial planning 22–40, 237
nature of 24–5
place branding in 24–35
role of strategic spatial planners in place branding 28–30
surface culture 222–3
sustainable development 236–7
Sutherland, J. 181, 196
Sydney 11, 185
symbolic capital 128, 129–30, 141
symbolism 77
Tadajewski, M. 195
Teller, C. 222
Temple, J. 194
Teo, P. 165
Thatcher, M. 178
Theroux, P. 148
‘To Let’ notices 224–5, 226
top-down approach 164–5, 173
tourism 10, 11
tourism destination brand love see brand love
tourism destination branding see destination branding
tourism destination image 5–6, 14–15
tourist collages 91–2, 100–101
tourist diaries 154
tourist interviews 90, 92–9
tourist photos 91, 99–100
tours 209–210
town centre attractiveness 222, 224
tragedy storyline 186
Trapp–Fallon, J.M. 172
travel diaries 147–9
trees 189
Trentelman, C.K. 62
Trento 51
Trinidad 119
Trip Advisor 168
250  Handbook on place branding and marketing

Trump, D. 178, 196

truth 181

literary and poetic 182

Tuan, Y.F. 125, 126

Tynan, C. 209

umbrella brand 46–7

UNCTAD 237

underdog narrative 183, 184, 185–6, 187

UNESCO Creative Cities network 236

unification 31

Updike, J. 181

urban biographies 187–8, 191–5

urban biopics 192–5

urban conglomeration trends 16

urban cultural amenities 63–4

urban entrepreneurialism 16, 219

urban regeneration 10–11, 42–3

urban sustainability 236–7

urban walking 203–207

Urry, J. 168

vacant urban space see neglected urban places

Valencia 42

value co-creation 73–7, 81, 83, 208

value-in-exchange 16

value-in-use 16

value proposition 81–2, 82, 83–4

van der Post, L. 148, 149

Van Dijk, P. 27

Vargo, S.L. 81, 207

veracity of autobiographies 181

Victoria Square shopping centre, Belfast 192

video films 135, 137, 139

Virgo, B. 10

Virtual Tourist 168

virtual tours 209–210

Visconti, L.M. 186, 187

vision 29

visual appearance 222–3

volunteered geographic information (VGI) 214, 215

Voogd, H. 28

voyage and return storyline 186

walking

enunciative function of 205, 208

sensewalking 154, 157

urban 203–207

Ward, G. 185

Ward, J. 222

Ward, S.V. 219–20

Warnaby, G. 208, 209–210

Web 2.0 210, 214, 215

What Is This Film Called Love? 194

Wheel Map 210, 213

wheelchair accessibility 210, 211, 212–14

Wild, F. 185

Wilk, R. 119

Williams, R. 77

Wilson, R.M. 191

wine industry 9, 13

‘worn-out slippers’ metaphor 64

Yeoh, B.S.A. 173

York 151

Zenker, S. 23, 31

Zurich Airport inter-terminal train 151