Contributors

**Raoul Beunen** is Associate Professor of Environmental Governance at the Open University, the Netherlands. His research explores the potentials and limitations of environmental policy and planning from the perspective of adaptive governance and sustainability. It focuses on innovation and evolution in governance, paying attention to the dynamics of policy implementation and integration, multi-level governance, stakeholder involvement, and the performance of institutional structures.

**Stephen Brown** is lost. He can be found wandering the condemned corridors of Ulster University’s Jordanstown campus, wondering where it all went wrong. Empty, eerie, impossible to escape, the management school maze is slowly driving him mad. Some compare him to Jack Nicholson in *The Shining* – ‘Heere’s Stevie!’ – others say he’s harmless, let him be. With his *Rough Guide to Rough Guides* in hand, he’d really rather not be disturbed.

**John Byrom** is Senior Lecturer in Marketing at the University of Liverpool Management School. His research interests include place management, retail marketing, and consumer behaviour. His research has been published in *Sociology*, *European Journal of Marketing*, *Journal of Business Research*, *Marketing Theory*, and *Cities*, amongst others. He is Co-Editor of *Case Studies in Food Retailing and Distribution* (2019) and has also authored chapters in edited books covering various aspects of marketing.

**Adriana Campelo** is Director of Resilience for the City of Salvador, Brazil, and Chief Resilience Officer as part of the Global Resilient Cities Network. She led the Salvador Resilience Strategy and the Climate Action Adaptation and Mitigation Plan. She holds a PhD in Marketing Management from the University of Otago in New Zealand. Her work and research includes place making and branding, urban resilience and sustainability, and sustainable development.
Cecilia Cassinger is Associate Professor of Strategic Communication at Lund University, Sweden. Her research currently concerns the transformative potential of place branding and communication strategies to mitigate conflicts in places. She has published articles in journals such as Place Branding and Public Diplomacy, Journal of Place Management and Development, International Journal of Tourism Cities, and European Journal of Cultural Studies; and she co-edited The Nordic Wave in Place Branding and The Routledge Companion to Media and Tourism.

Jack Coffin is Lecturer in Marketing at the University of Manchester. His research interests include the unconscious, spatiality, and posthumanism. Indeed, the overlap between these three areas of inquiry might be described as Dr Coffin’s academic USP.

Simon Cryer completed a Master’s by Research in the field of human geography and place management in 2017, where he investigated mitigation of the barriers preventing routinised engagement with urban green spaces. He is concluding a PhD at Manchester Metropolitan University, conducting research into the consumption of place through the non-visual senses and the potentialities for place marketing and place management practices. Simon is a lecturer and tutor in marketing and brand management.

Tim Edensor is Professor of Human Geography at the Institute of Place Management, Manchester Metropolitan University. He has written about tourism, national identity, industrial ruins, rhythmanalysis, walking, urban theory, creativity, and football. More recently, he has authored From Light to Dark: Daylight, Illumination and Gloom (2017) and Stone: Stories of Urban Materiality (2020). He is also Co-Editor of The Routledge Handbook of Place (2020), Rethinking Darkness: Cultures, Histories, Practices (2020), and Weather: Spaces, Mobilities and Affects (2020).

Aram Eisenschitz is Senior Lecturer in the Department of Marketing, Branding and Tourism at Middlesex University Business School. He currently teaches on the tourism programme and has published widely in the fields of urban regeneration, social exclusion, and the political economy of tourism and place marketing. Before joining Middlesex University he was previously Planning Advisor at the London Chamber of Commerce.

Szilvia Gyimóthy is Associate Professor in Tourism Marketing at Copenhagen Business School. Her research is focused on how tourism is shaping places and place-making practices in the wake of global mobility and mediatised
Szilvia’s research projects bridge the fields of market communication and branding, tourism geography, and consumer culture studies; exploring, among others, the Nordic terroir, adventure sports, Bollywood films, and the marketisation of social relationships in communitarian businesses.

**Henrik Halkier** is Professor of Tourism and Regional Development, and Dean of the Faculty of Humanities, at Aalborg University, Denmark.

**Sonya Hanna** is Lecturer in Marketing at Bangor Business School. Her research interests are focused on the marketing and branding of places and the process of strategic place brand management. Her more recent publications look in greater detail at the components of the strategic process, including place brand personality, place brand communications and their co-creation in the digital arena, and the alignment of stakeholder objectives and brand architecture.

**Andrea Insch** is Associate Professor at the University of Otago, New Zealand. Before undertaking her doctorate at Griffith University in Brisbane, Andrea worked at Queensland’s Department of State Development. In 2005 Andrea moved to New Zealand to join the Marketing Department at the Otago Business School. Andrea’s research expertise is interdisciplinary, connecting marketing, urban studies, and tourism. Andrea is the Book Review Editor and Regional Editor (Australia and New Zealand) for *Place Branding and Public Diplomacy*.

**Laura James** is Associate Professor of Tourism and Regional Change at Aalborg University, Denmark. Her research interests include destination development, tourism policy, and sustainability issues in tourism. She has previously written about ‘green’ place branding and policy tourism.

**Mihalis Kavaratzis** is Associate Professor of Marketing at the University of Leicester School of Business and holds a PhD on City Marketing. Mihalis is Co-Founder of the International Place Branding Association and a Senior Fellow of the Institute of Place Management. He has published some of the most cited work in the field and has co-edited (amongst others) *Inclusive Place Branding* (with M. Giovanardi and M. Lichrou, 2017) and *Rethinking Place Branding* (with G. Warnaby and G.J. Ashworth, 2015).

**Brendan James Keegan** is Senior Lecturer in Digital Marketing at Manchester Metropolitan University. Interested in digital place making, digital and social media analytics, and agency–client relationships, his research has been published in various journals including *European Journal of Marketing, European*
Brendan is the principal investigator for the GOGREEN ROUTES Horizon 2020 project, investigating the role of digital place making and its relationship with the psychology of wellbeing through interconnected green corridors in public spaces.

Nicole Koenig-Lewis is Associate Professor in Marketing at Cardiff University’s Business School. Her research interests include drivers and barriers to sustainable consumer behaviour, festivals, and visitor experiences with a focus on engagement, emotions, and attitudes. Her work has been published in journals such as Annals of Tourism Research, Tourism Management, Journal of Services Marketing, and Journal of Business Research. She is Co-Editor of Public Value: Deepening, Enriching, and Broadening the Theory and Practice (2019).

Maria Lichrou is Lecturer in Marketing at the University of Limerick Kemmy Business School. Her research builds on critical marketing and consumer research perspectives, with a focus on tourism, place, and consumption. Recent publications include work in Tourism Management, European Journal of Marketing, Journal of Place Management and Development, and the Journal of Macromarketing.

Andrea Lucarelli is Associate Professor at Stockholm Business School, Stockholm University. Andrea’s main research interests are related to the geographical, political, and historical dimensions of consumption, advertising, and marketing, the politics of marketing, and the role of techno-digital culture in the construction of market and sport-related phenomena.

Dominic Medway is Professor of Marketing in the Institute of Place Management at Manchester Metropolitan University. Dominic’s work is primarily concerned with the complex interactions between places, spaces, and those who manage and consume them, reflecting his academic training as a geographer. He is extensively published in a variety of leading academic journals, including: Environment and Planning A, European Journal of Marketing, Journal of Environmental Psychology, Marketing Theory, Mobilities, Space and Culture, Tourism Management, and Urban Geography.

Steve Millington is a Reader in Place Management at the Manchester Metropolitan University Business School, and Director of the Institute of Place Management. He has previously written about branding Manchester City Football Club in papers published in Global Networks and Marketing Theory. In addition, he has written about the disruption to match-day routines result-
Eduardo Oliveira is a Researcher at the University of Kiel, Germany. He is interested in place branding and spatial planning, and the embedding of both in strategic governance systems. His research explores the effectiveness of strategic spatial planning processes in supporting the social and economic development of urban regions, whilst assessing their effect on environmental sustainability.

Lisa O’Malley is Professor and critical marketing scholar at the University of Limerick. Her research interests encompass consumer research, relationship marketing, sustainability, place, and tourism. Recent publications include work in *Marketing Theory, European Journal of Marketing, Journal of Business Ethics, Consumption, Markets and Culture*, and *Technology in Society*. She is Deputy Chair of the Academy of Marketing and a member of the editorial boards of *Marketing Theory* and *Journal of Marketing Management*.

Laura Reynolds is a Postdoctoral Researcher at Cardiff University, currently working with the Welsh Economy Research Unit and starting a Economic and Social Research Council Postdoctoral Fellowship in January 2020. Her research interests include place branding governance, cultural heritage, stakeholder engagement, sensemaking, and critical theory. She is Co-Editor of *Cultural Heritage* (2018) and has presented her research at a number of international conferences, including the Institute of Place Management’s International Biennial Conference where she won Best Paper in 2017.

Gareth Roberts is Projects and Operations Manager at the Institute of Place Management (IPM) and Associate Editor of the *Journal of Place Management and Development*. Gareth is currently programme managing the United Kingdom Government’s High Streets Task Force initiative, alongside multiple IPM contract and funded research projects working in partnership with place organisations in Europe. Gareth holds an MSc in Place Branding, and is currently studying for a PhD on the impact of cultural events on places.

Jenny Rowley is Professor in the Faculty of Business and Law at Manchester Metropolitan University. She is an interdisciplinary scholar with recent publications in scholarly communication, trust in information seeking, and higher education and learning, as well as an established profile of contributions on various aspects of place and destination branding. These include brand personality and the place brand web. She is currently working on developing
understanding of the concept of the co-branding of places and destinations, and the role of social media in place branding.

**Efe Sevin** is Assistant Professor of Public Relations at the Department of Mass Communication at Towson University, Maryland. His current research focuses on identifying and measuring the impacts of social networks on place branding and public diplomacy campaigns. His works have been published in several academic journals and books including *American Behavioral Scientist, Public Relations Review*, and *Cities*. His most recent co-edited volume, *City Diplomacy: Current Trends and Future Prospects*, was published in 2020.

**Chloe Steadman** is Lecturer in Marketing at Manchester Metropolitan University, with a background in consumer research. She is also a Researcher at the Institute of Place Management and High Streets Task Force. Her academic research is interdisciplinary in nature, but largely revolves around using a range of qualitative methodologies to explore consumer culture, embodiment, temporality, experiences of places, and vulnerability. Research contexts have included the consumption of tattoos, football, and, most recently, craft beer festivals.

**Anette Therkelsen** is Associate Professor of Tourism and Market Communication at Aalborg University, Denmark. Her research interests focus on place branding at different geographical scales and various aspects of tourism-related consumer studies, and she has published internationally on both of these topics. She is currently working on a project on sustainable tourism development.

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**Aleks Vladimirov** is a PhD researcher at Manchester Metropolitan University’s Institute of Place Management. His experience includes working in brand management, place management, and digital user experience research. Aleks focuses his PhD research on decision making related to place. Contrasting emerging insights from behavioural economics with more traditional notions of standard rationality, Aleks looks to add to the understanding of how graduates choose where to live.
Gary Warnaby is Professor of Retailing and Marketing, based in the Institute of Place Management at Manchester Metropolitan University. His research interests focus on the marketing of places (particularly in an urban context) and retailing. Results of this research have been published in various academic journals in both the management and geography disciplines. He is Co-Editor of Rethinking Place Branding: Comprehensive Brand Development for Cities and Regions (2015) and Designing With Smell: Practices, Techniques and Challenges (2017).