

Preface

The idea for this book was first discussed while two of the editors (Mihalis Kavaratzis and Gary Warnaby) were organising a Special Session at the 2012 European Marketing Academy Conference in Lisbon, Portugal. The title of the session was ‘Rethinking Place Marketing: The Necessity of Marketing to Citizens’ and included presentations of four papers none of which actually made it into the book.

We would like to thank the participants in that Special Session (Rob Aitken, Erik Braun, Adrianna Campelo and Sebastian Zenker) who, during a memorable dinner in the centre of Lisbon, agreed to participate. It was also in Lisbon the next day when we discussed the book with Prashanth Mahagaonkar from Springer and his enthusiastic response was a catalytic factor in taking the project further.

As the main idea of the book was to propose a re-assessment of where things stand in place branding and how they should proceed, we wanted to commission contributions from authors who we knew could undertake the kind of ‘rethinking’ we had in mind. We would like to thank all authors who responded to our invitation to contribute their work to the book and took the time to write original and thought-provoking chapters. We extend our gratitude to those whose work, for various reasons, could not feature in the final product.

We would also like to thank Prashanth and everyone else in Springer who worked to see this book reach its audience.

We hope the book will be useful to students, researchers, academics, consultants and practitioners who feel the responsibility to advance the theory of place branding and improve its practice.

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