

WG02 The art of making oneself attractive: Identity and reputation as a selling argument

May 24, 10:40 - 12:20 Room 1

Organizers

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Use of history in place branding

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The implementation of branding initiatives

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Place Branding as Virus: A study of a regional Place Branding project in the northern part of Norway

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Local identity in the making: The role of cultural entrepreneurs and ethnicity in place-branding

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What's in it for the rural? Repercussions of marketing the rural as idyll

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