



## City Brand: Theory and Case(Chinese Edition)

By YING ] DAN NI

paperback. Condition: New. Language:Chinese.Pub Date: 2014-01-01 Pages: 347 Publisher: Dongbei University of Finance and Economics Press. city brand: Theory and Case. the book: As people understand the importance of upgrading the city's image in the world more and more cities City branding strategy being applied. urban a brand. Accordingly, this city's public and private institutions have had a direct impact. The authors applied the theory of urban brands studied this emerging phenomenon of urban branding combined with.



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