



# Places: Identity, Image and Reputation

*Simon Anholt*

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## **Places: Identity, Image and Reputation** Simon Anholt

Place branding is happening. A new field of practice and study is in existence and whatever we choose to call it there can no longer be any doubt that it is with us. This collection of intuitive and well-researched articles examines how places and regions see themselves, and how they reflect this in their branding.

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