



# International Place Branding Yearbook 2011: Managing Reputational Risk

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## International Place Branding Yearbook 2011: Managing Reputational Risk Go, Govers

The second annual volume of the International Place Branding Yearbook; this collection looks at the case for applying brand and marketing strategies and to the economic, social, political and cultural development of cities, towns and regions around the world to help them compete in the global, national and local markets.



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