

Book Review

“Rethinking Place Branding: Comprehensive Brand Development for Cities and Regions, Edited by MihalisKavaratzis, Gary Warnaby, and Gregory JAshworth”

Reviewer:

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Rethinking place branding is a complete and comprehensive book on brand placement written by MihalisKavaratzis, Gary Warnaby, and Gregory JAshworth. This book discusses the issues relating to the brand placement and brand development. That may help the researchers and students to gain an extensive level of understanding of brand placement to several cities, countries, nations and regions.

The concept of brand placement revolves around the idea of place promotion and place marketing activities. It is said to be a novel umbrella word that covers the process of delivering the image of brand to target market.

In this competitive era organizations cannot survive in an isolated ambiance and atmosphere so marketers have found the need to place the product and their offerings globally. They are not only willing to target the local market but also the international market arena. Since then place branding has become a commonly used ideology yet, a challenged practice. Therefore there is grim need to re-establish its theoretical basis and its involvement for the growth and expansion to make clear understanding for its future. This essential novel book creates a better considerate of place branding with the help of its critical, evidence based and holistic approaches. There are authentic references supported by the contributions of world’s best marketing specialists. This helps in exploring critically momentous issues along with demonstrating the importance of place branding toward future economic, social and cultural developments. The illustrative practical case in point and theoretical analysis in association with the accessible style create the book an obligatory and easy reading stuff for every person associated with branding and marketing.

The writer of the book contributed after writing the book by adding words that the basic lesson which is learned from this book is a novel understanding of rapid shifting trends and

changing environment where place branding are being undertaken by places. The author of the book has introduced the idea of place's residents. The digital technologies and internet are rapidly changing the business scenarios and the word change is normally associated with the technologies and internet. However, with the change in our appreciations of the social interactions among the people "who are important for branding" and "place branding" are referred as place residents. This book provides a thoughtful vision and understanding on both the authentic place branding criteria and the theoretical foundations of a multi-disciplinary. Along with this it also provides the concrete rumination of the procedures which help people to use all types of technologies and gain knowledge to participate in the development of a place brand.

This book has filled a gap between prevailing theories and existing ideas and practices. It also has shown a clear pathway to the marketers and place branding thinkers to think differently. This book has been established on the principals pre-established by Erik van 'tKlooster, Robert Govers and Gerard van Keken. This book offers several varying point of views that reflects the multidisciplinary and diverse nature of place branding. This book comprised of both evidence and critical based approaches that create it specifically for practitioners. In this book author has addressed the current and modern issues of branding, specifically that how the place branding can play a role to a more justifiable and sustained development of cities, destinations and regions, by considering economic, cultural and social aspects and needs.