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Guide to American Directories ,1994 [Resources in Education](#) ,1997 [Catalog of Copyright Entries. Third Series](#) Library of Congress. Copyright Office, 1970 **Editor & Publisher Market Guide** ,1928 [Guide to American & International Directories](#) ,2007 **Business Books** Newark Public Library. Business Branch, 1927 [The Right Guide](#) Derk Arend Wilcox, 2000 **Market Research Agencies** ,1928 *Place Branding through Phases of the Image* S.

Zavattaro, 2014-08-07 As places face increased competition for human and capital resources public managers turn toward corporate like governance strategies and branding practices to shape places and organizations However for better or worse these organizations begin to resemble highly competitive private sector public relations and marketing firms Place branding is taking hold within many organizations including city governments yet very few scholars take a public administration approach when exploring the causes and effects of branding practices In *Place Branding through Phases of the Image* Zavattaro explains how city promotional strategies can take the place of corporate governance structures through phases of the image She examines how city government entities are undertaking place branding practices with the realization that relying too much on image rather than a balance between image and substance has serious implications for democratic collaborative governance This book creates a workable framework that simultaneously serves as a cautionary tale for building a promotional campaign focused exclusively on image **Christian Advocate** ,1926 [Journal of Education](#) ,1917

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