

Branding New York



Branding New York How a City in Crisis was Sold to the World **Miriam Greenberg**

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出版者:Routledge

出版时间:2008-2

装帧:HRD

isbn:9780415954419

"Branding New York" traces the rise of New York City as a brand and the resultant transformation of urban politics and public life. Greenberg addresses the role of 'image' in urban history, showing who produces brands and how, and demonstrates the enormous consequences of branding. She shows that the branding of New York was not simply a marketing tool; rather it was a political strategy meant to legitimize market-based solutions over social objectives.

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