

Branding New York



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

[Branding New York_ 下载链接1](#)

著者:Miriam Greenberg

出版者:Routledge

出版时间:2008

装帧:Paperback

isbn:9780415954426

"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.

作者介绍:

目录: "A cunning, wonderfully dialectical analysis" - Mike Davis, Professor of History, University of California, Irvine

"I love New York. I am equally taken by Miriam Greenberg's fascinating account of how powerful political interests invented this famous slogan as a strategy for asserting their claim over the city's image, resources, policies, and priorities." - Dennis Judd, Professor of Political Science, University of Illinois, Chicago

"This concise work explores the efforts of New York elites to brand their city in order to deal with repeated crises confronting the city in the last third of the 20th century...a well-written and thoroughly researched urban history that makes a valuable contribution to the field. Highly recommended." -- T.A. Aiello, Choice, February 2009

• • • • • ([收起](#))

[Branding New York 下载链接1](#)

标签

文化

urban

discourse

coalition,

branding,

评论

深刻之处在于她的urban branding model, 不仅限于discursive, 也包括material commodification of the city, and the governing bloc that extend partnership to particular professions in the private sector, like media, bank, etc.

时间关系，只是匆匆翻了一遍，尽管有些论点在全书翻来覆去地讲，但是传媒业发展史与city branding的结合部分论述细致，例子很丰富

i love NY背后了不起的城市营销，我考，老美40年前就做到了

[Branding New York 下载链接1](#)

书评

[Branding New York 下载链接1](#)