



Place Branding as Public Policy

The Obstacles of Place Brand Management

Prof. Sebastian Zenker
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INTRODUCTION TO PLACE BRANDING

MERCOLEDÌ 18 MAGGIO
8:45 – 10:15
AULA DIS 1, V. ELCE DI SOTTO
AULA TEAMS
SOCIOLOGIA URBANA E RURALE



THE ROLE OF RESIDENTS IN PLACE BRANDING

GIOVEDÌ 19 MAGGIO
14:45 – 16:15
AULA DIS 1, V. ELCE DI SOTTO
AULA TEAMS
SOCIOLOGIA URBANA E RURALE



PLACE BRAND MANAGEMENT

VENERDÌ 20 MAGGIO
8:45 – 10:15
AULA DIS 1, V. ELCE DI SOTTO
AULA TEAMS
SOCIOLOGIA URBANA E RURALE



DEVELOPING COURAGEOUS RESEARCH IDEAS: WHY PLACE BRANDING WAS THE BEST AND WORST CHOICE FOR ME

MERCOLEDÌ 18 MAGGIO
15:00 – 17:00
AULA LEPA, V. PASCOLI
AULA TEAMS
DOTTORATO

