

Identität Stadtmarketing - Eine Netzwerktheoretische Formulierung Städtischer Identität Und Identitätsorientierten Stadtmarketings



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Reviews

Basically no phrases to clarify. It really is rally fascinating throgh reading time. Once you begin to read the book, it is extremely difficult to leave it before concluding.




(Anabel Zemlak)

IDENTITAT STADTMARKETING - EINE NETZWERKTHEORETISCHE FORMULIERUNG STADTISCHER IDENTITAT UND IDENTITATSORIENTIERTEN STADTMARKETINGS



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Grin Verlag. Paperback. Condition: New. 68 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Bachelorarbeit aus dem Jahr 2008 im Fachbereich Soziologie - Wohnen, Stadtsoziologie, Note: 1, 3, Zeppelin University Friedrichshafen, Sprache: Deutsch, Abstract: Diese theoretische Arbeit untersucht die Konzeption von Stadtidentität im Kontext des Stadtmarketings, das sich in einem zunehmenden Standortwettbewerb um die Entwicklung wettbewerbsfähiger Stadtmarken als Synonym städtischer Identität bemüht. Wie die interdisziplinäre Untersuchung von Literatur zum Verständnis von Stadt und der Konstituierung von Identität zeigt, handelt es sich hierbei aber um keine essentialistischen Eigenschaften einer vermeintlichen Einheit sondern um narrative und plurale Prozesse einer relationalen Lokalität, die sich einer Gestaltbarkeit und Reduktion entziehen. Eine Rekonstruktion des Phänomens Identität mit Hilfe der Netzwerktheorie nach Harrison C. White macht es aber möglich, genauere Einblicke in die Operationalisierung der Konstitutionsprozesse von Identitäten zu erhalten. In Folge dessen wird durch eine netzwerktheoretische Formulierung von Stadtidentität ein neues Selbstverständnis des Stadtmarketings als Kommunikationsermögliches entwickelt und an dem zuvor ausgeführten Praxisfall Graz-Reinighaus skizziert. Abstract: The theoretical paper analyses the conception of city identity in the context of the marketing of cities, which has been challenged in an increasing competition to develop place branding as competitive identities. As the interdisciplinary scrutiny of academic literature suggests, the conception of the city and the constitution of identity is however not an essentialistic quality of an assumed unity, but narrative and multiple processes in relational localities, which cannot be designed or reduced to a city's single identity. The reconstruction of the phenomena of identity with the network theory according to Harrison C. White, gives then more insight into the operationalisation in the processes of constituting identities. As a result, a network theoretical co This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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