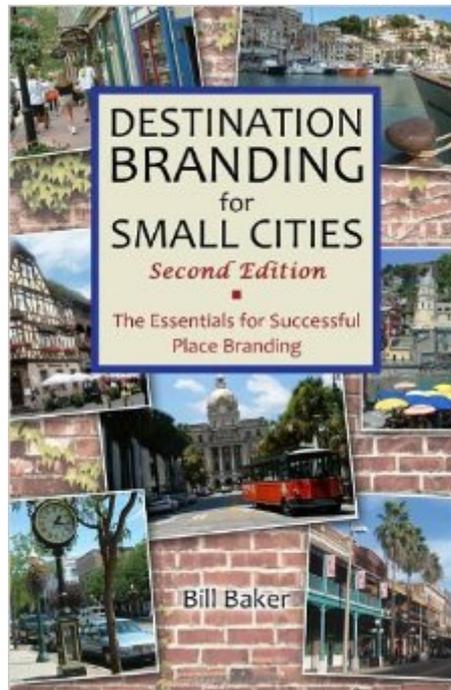


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# Destination Branding For Small Cities - Second Edition



## Synopsis

In his second book, Bill Baker again skillfully cuts through the theory, advertising-speak and branding jargon to simplify and clarify the practice of branding small cities for improved tourism, economic development, placemaking and urban design. This must-read primer demystifies branding, shows how to uncover your most potent brand platform, and provides real world examples, as well as affordable, proven tools, templates and checklists to help breathe life into small city branding and marketing. Baker's writing style has been described as engagingly direct and to the point, and his books are recommended as essential reading for anyone involved in the study or implementation of city and destination branding, marketing and planning. This revised edition has retained and updated its focus on the essentials for successful destination and place branding. Among the additions are: - The essentials for successful brand planning for small cities including new and updated processes, advice, checklists and techniques. - Explanations of the different forms of place branding, branding in tough times, selection of place branding expertise and the role of product development, placemaking and wayfinding in place branding. - How to introduce a strategic focus to enhance small city competitiveness. - Interesting insights from some of the world's leading place branding consultants, academics and practitioners. - Worldwide examples from the USA, Asia, Europe, Middle East and Australia. While the title is Destination Branding for Small Cities, the underlying principles and processes can just as readily be applied to regions, counties, Downtowns, Main Streets, resorts, and even states and countries.

## Book Information

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## Customer Reviews

This is an outstanding book, for large and small cities. I think Mr. Baker titled it for small cities so no one would fear it would be unrealistic at one level or another. This book is an invaluable resource that provides a customizable, easy to follow roadmap of the "place" branding process. It is also an excellent tool for a city, town or county ready to assess, rearticulate or freshen an existing brand. It will be a shock for people who think a brand is a logo or tagline or something you buy from an advertising or public relations agency although such experts can play a role in the process or in deploying the brand later on if the community's destination marketing organization doesn't have that capability. Branding cities and towns has come a long way from the days when two or three people (usually white guys) came up with a brand over a couple of martinis and then announced it to a community. And Baker's roadmap provides lots of ways to customize an approach to a community's personality. It definitely isn't one size fits all. This is a huge contribution that if used will empower any community of any size to distill a brand that works. I only wish I had had such a tool when I began branding places as a profession more than 30 years ago.

Destination Branding has reached that tipping point at which everyone is talking about it...but so few are doing it well. Bill Baker has authored what I believe to be the finest treatise on the topic to date. Filled with several case studies of both the good and the bad, "Destination Branding for Small Cities" defines what destination brands are and aren't...and outlines a clear path for those that want to do branding right.

Bill Baker seems like a very experienced professional in regards to city branding. Still, it seems like he doesn't want to tell you anything important or useful in the book. It lacks examples, case studies, useful information about how to brand a city, historic overview and such. At the end, it seems like an over extended brochure about why you should hire an expert. Bill... you can do better.

A valuable and essential read for anyone working with a city, county or state thinking about bringing tourists to their location as a source of increased revenue. Too often a logo and brand idea end up in the trash because the initial idea to attract tourism goes no further than appearance. No consideration was given to selling the brand or backing up the brand with a credible product. This book tells it all and the implementation plan provided provides sound advice on how to develop a brand identity program and launch it successfully.

Bill Baker's book is a must-read for anyone who wants to get destination branding right. It is a clear

and compelling narrative of what a destination branding process has to entail. This book offers excellent guidance on the right way to do destination branding and points out the common pitfalls you need to avoid. The book is also a great way to build consensus among your stakeholders group on how to proceed in the destination branding process.

Bill Baker has produced a tool that every destination marketer should have on their desk and share with stakeholders. Written as a workbook for newcomers, it serves equally well as a resource for veterans. Ultimately, this book will guide you to giving your brand "life" by delivering on your destination promise. Brian Harney, Director of Marketing, Washington County Visitors Association, Oregon

I've done much branding and with my first destination branding challenge looming I used this book to guide me. Superb. Easy to follow and understand, and gave me the result I was looking for. Book is high on process and then what to do at each stage. Just what a good branding practitioner needs. Bill delivers on his Brand Promise. Good on you Bill!

Three city region will benefit with a long range plan. After taking the steps to communicate within each city to encourage that we all speak with a branded message of welcome. This book is a jewel to help us move towards success as we learn to celebrate all along the way with accomplishments.

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