Foreword

Since its launch in 1980, an image of the globe has graced the blue cover of the Journal of Macromarketing. In this way, macromarketers have represented their interest in the “big picture” of what is happening around the globe as they have examined the interactions among markets, marketing and society. With the fall of the Berlin Wall in 1989, macromarketers had a ten-year preparation for considering the most influential phenomenon of the beginning of the 21st Century—globalization (Friedman, 2000).

Macromarketers viewed globalization as a complex and multidimensional project (Kilbourne, 2004). While some scholars forecast a homogenization of culture when thinking about the impact of globalization, macromarketers saw something else—an increased preoccupation with local culture (Askegaard & Kjeldgaard, 2007).

With globalization’s increase in the integration of markets, consumers have more choices. Individuals encounter not only more choices in products sourced from around the world, but also in travel and leisure activities related to local cultures from around the world (such as the consumption of ethnic foods), as well as media programming (such as content on the internet). With such an increase in choices comes a concomitant rise in competition among places and the imperative for effective place branding (Peterson & Malhotra, 2000). In this competition, Quality of Life (QoL) for locales takes center stage (Sirgy, Lee, & Rahtz, 2007; Peterson, 2006; Peterson & Malhotra, 1997).

I am very pleased that Can Uslay and Ahmet Bayraktar have provided leadership for editing this volume of campaigns and cases for IGI Global that will provide readers with powerful examples of how locales are competing effectively in place branding today. The breadth of topics and their international flavor will stimulate thoughtful reflection among scholars interested in place branding. Additionally, the rich examples of successful place branding (in sometimes difficult circumstances) will provide insights for students and practitioners striving to become better place marketers in the international arena.

Importantly, Global Place Branding Campaigns across Cities, Regions, and Nations offers readers a mosaic composed of colorful content. Together, these campaigns and cases offer readers a valuable perspective on place branding that resonates strongly with macromarketers’ traditional interest in the “big picture” of what is happening around the globe.

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REFERENCES


