

Brands And Branding Geographies

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Despite overstated claims of their 'global' homogeneity, ubiquity and contribution to 'flattening' spatial differences, the geographies of brands and branding actually do matter. This vibrant collection provides a comprehensive reference point for the emergent area of brand and branding geographies in a multi-disciplinary and international context.

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Brands and branding can sometimes seem pervasive. Yet, the geographies of brands and branding have been relatively neglected and under-researched, especially in economic geography. The focus here is the historically longstanding and well-established brands and branding of goods and services. Drawing on

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empirical examples to ground its claims, the argument seeks to establish the entangled geographies of branded objects and branding processes, advocates reading their socio-spatial ...

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Abstract. This paper seeks to elucidate the geographies of brands and branding through interpreting their geographical entanglements. Focusing upon goods and services, it argues, first, that the object of the brand and the process of branding are geographical because they are entangled in inescapable spatial associations.

Geographies of brands and branding - Andy Pike, 2009

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'An important effort to pull together multidisciplinary research on the spatial dimensions of brands and branding in an international context.' – John A. Quelch, Harvard Business School, US Brands and Branding Geographies

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The question of where commodities such as branded goods and services are both from and associated with, is integral to their meaning and value, and raising such issues encourages reflection upon how we understand and explain the geographies of the economy, society, culture, ecology and polity

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