Correction to: Brand Architecture: Strategy for the Development of a City Brand

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This book was inadvertently published with the incorrect author’s affiliation in Chapter 4 The affiliation for Jose Armando Deaza Ávila and Néstor Fabián Díaz Huertas is given as La Salle University, Philadelphia, USA whereas it should be La Salle University, Bogota, Colombia. This has now been corrected.

The updated version of this chapter can be found at
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