Foreword to ‘Students’ Corner’

There is a great deal of interest in the field of place branding today among students of marketing, public relations, international relations, politics, architecture and urban planning, economics and public affairs. Many students decide to write their bachelor dissertation or their doctorate thesis on the subject of place branding, usually focusing on their own country, city or region. Sadly, as is the way with student work, few of these papers will outlast the student’s graduation ceremony, and this is a pity because a lot of good thinking and good writing are being done. Since place branding is a growing field, with a healthy appetite for intellectual stimulation, new thinking, case studies and different points of view, we have decided to publish — space permitting — one student paper in each issue which, in the opinion of the Editorial Board, is exceptionally promising, original or makes a genuine contribution to the field.

Simon Anholt
Managing Editor