



# Foreword and Acknowledgments

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This special issue of *Place Branding and Public Diplomacy* on 'The Challenge of Place Branding in Emerging, Transitional, Negatively Viewed and Newly Industrialised Nations' received a large number of submissions, contemplating places in very different corners of the world, such as Asia, Europe and Latin America. Such a positive response to the call for papers indicates the relevance and interest on the topic, something that we hope will continue to receive attention from this and other publications.

Even though most submissions had merits and presented interesting views and experiences, it was not possible to include all of them in this issue. We would like to acknowledge the scholars and branding experts who kindly agreed to review the numerous submissions and shared their insights, opinions and advice with the contributors. They are in alphabetical order Simon Anholt, József Beracs, Larry Bridwell, João Freire, James Gould,

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