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Place Reinvention: Northern Perspectives

Arvid Viken

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Through an interdisciplinary range of case studies from across the Northern rim of Europe, this volume shows how place reinvention as a concept affects not only global cities but also marginal regions. Linking place reinvention to the economic, the symbolic and the political production of space, the volume puts forward insights into how 'marginal areas' understand their role in the global competition between places and regions through their branding strategies, playing with representations of the unique and the ordinary, urban and rural, reindustrialization and cultural economy. It also shows how and why some places seem to retain and strengthen their uniqueness, whilst others are losing their local distinctiveness in the struggle to survive.

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