



Total Destination Management

News Release

Prestigious International Journal Reviews “Destination Branding for Small Cities”

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The prestigious international publication, the Journal of Brand Management has published a rave review for Bill Baker’s *Destination Branding for Small Cities* in its Book Review section.

The Journal of Brand Management is published eight times per year and is the leading authoritative journal on brand management and strategy. It publishes original peer-reviewed papers which look at all dimensions of the fast evolving field of branding, drawing together cutting-edge analysis and the latest thinking from leading international figures in industry and academia.

The Journal describes *Destination Branding for Small Cities* as “an excellent book that provides a succinct yet comprehensive guide to the challenging task of branding small cities.” The review states that “Baker’s writing style is engagingly direct and to the point, and his book should be an essential reading for anyone involved in the study or implementation of city branding.”

Destination Branding for Small Cities is available from Amazon.com and Barnesandnoble.com

