



## Public Diplomacy, Social Responsibility and Place Branding: A Glocal Perspective

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Deadline for manuscript  
submissions:

**closed (30 June 2022)**

### Message from the Guest Editors

Dear Colleagues,

Facing the need to adapt public policies to the objectives of the Sustainable Development Goals (SDGs) adopted by the United Nations, this Special Issue aims to strengthen the communalities among these four research areas presented in the previous paragraph. Hence, submissions around the following themes are welcomed:

- Place branding in the context of multidisciplinary research in Social Sciences;
- Public diplomacy as a place branding technique, or vice versa?
- Place branding and/or public diplomacy as a strategy of soft power;
- Place branding at a grassroots level;
- The interactions between place branding and sustainable development;
- Place branding as a tool for place management and sustainable planning;
- Place branding and its relationship with strategic spatial planning;
- Place branding and public diplomacy for non-state actors;
- Place branding: from physical boundaries to mental borders. A new geopolitical order?
- Sport place branding.





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## Message from the Editor-in-Chief

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