

Cecilia Pasquinelli, Ph.D.
Gran Sasso Science Institute – GSSI Social Sciences
e-mail: cecilia.pasquinelli@gssi.infn.it

PUBLICATION LIST

PEER-REVIEWED ARTICLES

- Maiello A., Pasquinelli, C. (Forthcoming) Destruction or Construction? A (Counter) Branding Analysis of Sport Mega-Events in Rio de Janeiro, *Cities*.
- Pasquinelli, C., Sjöholm J. (2015) Art and resilience: The spatial practices of making a resilient artistic career in London, *City, Culture & Society*, In press.
- Pasquinelli, C. (2015) City Branding and Local SMEs: A Smart Specialisation Perspective, *Symphonya. Emerging Issues in Management*, 1: 63-76.
- Medway, D., Swanson, K., Delpy Neirotti, L., Pasquinelli, C., Zenker, S. (2015) Place branding: are we wasting our time? Report of an AMA special session, *Journal of Place Management and Development*, 8 (1)
- Sjöholm, J., Pasquinelli, C. (2014) Artist brand building: towards a spatial perspective, *Arts Marketing: An International Journal*, 4(1/2): 10-24.
- Pasquinelli, C. (2014) Branding as urban collective strategy-making. The formation of NewcastleGateshead's organizational identity, *Urban Studies*, 51(4), pp. 727-743.
- Giovanardi, M., Lucarelli, A., Pasquinelli, C. (2013) Towards Brand Ecology: An analytical semiotic framework for interpreting the emergence of place brands, *Marketing Theory*, doi: 10.1177/1470593113489704.
- Pasquinelli, C., Teräs, J. (2013) Branding Knowledge-Intensive Regions: A Comparative Study of Pisa and Oulu High-Tech Brands, *European Planning Studies* 21(10), pp. 1611-1629.
- Pasquinelli, C. (2012) Competition, Cooperation, Co-opetition. Unfolding the process of inter-territorial branding, *Urban Research and Practice*, DOI:10.1080/17535069.2012.727579.
- Bellini, N., Pasquinelli, C. (2011) Il Brand Reticolare. Strumenti di analisi per la costruzione di un marchio di luogo, *Mercati e Competitività*, 3, pp. 65-84.
- Pasquinelli, C., Teräs, J. (2011) Branding Peripheral Knowledge-intensive Regions. An insight into international innovation brands, *Regional Insights*, 2 (2), pp. 9-11.
- Pasquinelli, C. (2010) The Limits of Place Branding for Local Development: The Case of Tuscany and the Arnovalley Brand, *Local Economy*, 25(7), pp. 558-572.

BOOK CHAPTERS

Bellini, N., Pasquinelli, C. (Forthcoming) Branding the Innovation Place: Is the Soft Infrastructure of Innovation 'Manageable?', in Hilpert, U. (Ed.) *Handbook on Politics and Technology*, Routledge.

Pasquinelli, C. (2015) Network Brand and Branding: A Co-opetitive Approach to Local and Regional Development, in Zenker, S. and Jacobsen B. (eds.) *Inter-Regional Place Branding*, Springer, pp. 39-49.

Pasquinelli, C., Bellini, N. (2014) The power of soft infrastructure in influencing regional entrepreneurship and innovativeness, in Frank Go, Arja Lemmetyinen and Ulla Hakala (Eds.) *Harnessing Place Branding Through Cultural Entrepreneurship* (Palgrave).

Pasquinelli, C. (2014) Innovation Branding for FDI promotion. Building the distinctive brand, in Berg, PO and E. Björner (Eds.) *Branding Chinese Mega-cities: Strategies, Practices and Challenges*, Edward Elgar.

Pasquinelli, C. (2011) Place branding and cooperation. Can a network of places be a brand?, in Pike, A. (Ed.) *Brands and Branding Geographies*, Cheltenham, Edward Elgar, pp. 230-247.

Bellini, N., Loffredo, A., Pasquinelli, C. (2010) Managing Otherness. The political economy of place images in the case of Tuscany, in Kavaratzis M. and G. Ashworth (Eds.) *Brand Management for cities: The theory and practice of effective place branding*, London, Edward Elgar, pp. 89-115.

OTHER PUBLICATIONS

Pasquinelli C. (2015) *The Olympics Bidding Process: A Matter of Branding?* Critcom - Council of European Studies, 22 May, available at <http://councilforeuropeanstudies.org/critcom/the-olympics-bidding-process-a-matter-of-branding/>

Pasquinelli, C. (2015) *Urban Tourism(s): Is There a Case for a Paradigm Shift?*, GSSI Working Paper 14/2015, pp. 1-30.

Pasquinelli, C. (2013) *The Economic Geography of Brand Associations*, CIND Working Paper, 2013:2, available at <http://uu.diva-portal.org/smash/record.jsf?pid=diva2:665281>.

Pasquinelli, C. (2013) *The pursuit of distinctiveness. Can all places be distinctive?*, in Parker, C. (Ed.) *The Business of Place: Critical, Practical and Pragmatic Perspectives*, 3rd International Place Branding and 2nd Institute of Place Management Conference 14th-15th February, ISBN: 978-0-9551732-7-1, pp. 175-182.

Pasquinelli, C. (2013) *Two Cities, One Brand: A branding insight into local economic development*, Working paper series Martin Prosperity Institute, ref. 2013-MPIWP-002.

Pasquinelli, C. (2012) *Place Branding e Innovazione: Sfide e Limiti*, EyesReg 2(1).

Pasquinelli, C. (2012) *Competition, Cooperation, Co-opetition. Widening the Perspective on Place Branding*, PhD thesis, Scuola Sant'Anna. Available at http://www.phdmanagement.sssup.it/documenti/awarded/pasquinelli_thesis.pdf

Pasquinelli, C. (2012) *Brand inter-comunali e sviluppo post-industriale: due casi a confronto*, in Franzini Tibaldeo, R. (Ed.) *Quanto Basta. Giovani ricercatori e ricercatrici a confronto su democrazia, convivenza e sviluppo*, Firenze, Campi Bisenzio, Sicrea, pp. 102-112.

Pasquinelli, C. (2008) *Place Branding for Endogenous Development. The case study of Tuscany and the Arnovalley brand*, Master thesis, Newcastle University, UK.

Bellini, N., Pasquinelli, C. (2007) *The political economy of competing regional images: the case of Tuscany's brands*, MAIN Working Papers, available at <http://www.idm.sssup.it/wp/200704.pdf>.

Pasquinelli, C. (2007) *Il "terzo livello" nella programmazione dei fondi strutturali. Un confronto tra Italia e Spagna*, Master thesis, Università di Pisa, etd-01242007-165826. Available at <http://etd.adm.unipi.it/t/etd-01242007-165826/>