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Fierce competitiveness between established and emerging major cities, such as Berlin, London, Shanghai and Sydney, has led to a pressure to excel as desirable locations for business, cultural activities, highly skilled migrants and tourists. At the same time, the transformation of settled and new migrant communities creates complex urban borders and variegated representations (academic, cinematic, popular, official) of the city. While cities increasingly deploy cosmopolitan images portraying the diversity of past and present populations and activities, this continues to coexist with parochialism as a mood and mode of cultural formations and a reflection of local specificities. This volume brings together cultural analysts, social scientists, and media and film scholars to explore the ways in which core cities generate competing claims on, and visions of, their use and their future, and thus have engaged with the necessity to brand their image for international consumption and for internal coherence.

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