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Case studies are featured throughout the Handbook to illustrate the various concepts, present best practices from destinations around the world and provide fresh insight into destination branding. The Handbook concludes with a section on evaluating brand impact and a set of practical recommendations.

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Tourism, the world's largest industry, is essential to a community's economic vitality, sustainability, and profit- ability. In Georgia, tourism is the state's second largest

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written about state branding in the collective work Destination Branding, and more recently authored the book Brand New Justice, in which he argues that developing countries can increase their competitiveness and therefore reduce economic disparity through effective branding.

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