

Identifying and Investigating Effective Factors for Using and Designing the "Urban Brand" Strategy (Case Study: Bushehr City)

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Abstract: Cities are struggling to create an image of their own in the minds of the audience due to the serious competition that they have for development, attraction of investors and tourism is a desirable image. The image of a city and its reputation is one that should be managed continuously. The urban brand, which includes the historical, social, political, and international identity of each city, encompasses the economic activities and amenities of the city, is a word or a short phrase that has been valued for that city. Being in a sustainable competitive advantage. The main objective of the present research is to identify and prioritize the factors affecting brand designing in Bushehr. This research has limited the research of cities and has not entered other areas of branding. The research area has been limited to factorization and, as an example, it has been addressed to Bushehr port in southern Iran. In addition to reviewing the theoretical issues and describing the practical steps of the recruitment process, we have investigated the factors influencing the brand creation in Bushehr city. The method of this research is descriptive-analytical and the method of collecting data is field-based, and using the questionnaire's distribution, information was collected and analyzed using SPSS software. The results of the assumptions show that brand strategy has a significant relationship with economic, environmental, geographical and social factors, due to the correlation coefficient and significance level (sig) of the fixed number, which are all less than 0.05, all research hypotheses are confirmed.

Keywords: Brand, brand location, urban image assessment, location branding, Bushehr city

Problem Statement

One of the concepts that is used today in city management is the concept of urban brand. City brand is increasingly seen as an important asset for urban development as well as an effective tool to differentiate, improve the position and increase the influence and credibility of the city (Ashworth & Kavaratzis, 2009, 520). Globalization has led to global mobility of resources, capital and people. Hence the competition of cities has been intensified to attract attention, concentration, capital, business, visitors, talents and important events. Creating a city brand as a strategic tool for building a competitive city has become a common practice in order to promote history, quality of place, lifestyle, and culture, and enhance the city's opportunity, strength, or influence in a competitive environment. (Zhang & Xiaobin Zhao, 2009, 245). Hence, policymakers need to consider the role of urban branding as a strategic development tool, to clarify identity, locate the city in the perception of the non-target target group and at the same time increase the sense of belonging to the city's residents. The difficult strategy of urban branding is the creation of an identity for the city, developed from a range of conceptual variables such as history, anthropology, economics, politics and policies. An intruder has a certain identifiable notion or perceived inner values of its inhabitants. Urban branding is a strategy that gives the city an unforgettable identity and a tool that is able to convey the central value of the city quickly. As with landscape design, urban branding is facing a major challenge that roots in creating and highlighting identity from diverse values that are not always tangible and it is necessary to represent the interests of various social groups in the city. Branding the city should be concerned about how culture, history, economic growth, and social development, infrastructure and architecture, landscapes, and the environment combine to create a sellable identity that is accepted by most people. The city's identity or the value of the city cannot be regarded as a simplistic statement of neutrality. The key to branding the city is the perception and image of the city (Zhang & Xiaobin Zhao, 2009, 24). In Iran, despite the fact that more than 1,300 cities are located in the country, and given that the urban population in our country is about seventy percent, and above the global average (fifty percent), it is necessary to take advantage of the new urban management approaches in the city administration. One of the issues that is nowadays in the world and considered in the strategic planning and planning of urban development as a starting point is the creation and management of the urban brand. On the other hand, cities lose their spatial identities in the globalization process and accept the same forms and patterns. Therefore, in addition to maintaining their local identities, they must provide the groundwork for their brand development by providing distinct services. Bushehr port as a historical and economic port of the country can have strong image of its potential in attracting tourists and capital to have a favorable and fair place in the country and region.

Importance and necessity of research

The use of urban brand strategy for Bushehr will play an important and critical role in achieving the comprehensive development of this port along the Persian Gulf. In this regard, the use of different techniques and methods of branding can be useful. But it's important to keep in mind that the factors that make branding a successful and effective city work is to take advantage of all the capabilities in order to achieve the desired goals among different individuals and groups. Therefore, the use of different methods and methods of spatial branding is successful when combined with the exact same and can be used in practice. Therefore, the importance of the issue can be obtained by considering the following:

The lack of attention to the location branding in Bushehr port can be a waste of the widespread and huge costs that occur every year in the province. If the urban brand strategy is applied to the Bushehr port, it will be effective in promoting the city of Bushehr as the national and international port of the Persian Gulf region and will increase its productivity in this southern port. The benefits of urban branding, in addition to urban executives, will also benefit tourists and citizens and will contribute to the overall development of the provincial capital in the south of the country alongside the Persian Gulf.

Research hypotheses

A hypothesis is a knowledge-based or experience-based conjecture on solving an issue and can be considered as a hypothetical relation between two variables, which is presented as testable propositions. (Khaki 1999, 115).

The main hypothesis

There is a significant relationship between spatial brand strategy and Bushehr city.
Sub-assumptions:

There is a significant relationship between the social factor and urban design of Bushehr.

There is a significant relationship between the economic factor and urban design of Bushehr.

There is a significant relationship between the environmental factor and the urban design of Bushehr.

There is a significant relationship between the geographic and infrastructure factors and the urban design of Bushehr.

RESEARCH METHOD

In this research, which is an applied type, descriptive-analytic method has been used for the subject. Which is an independent variable of urban brand indicators and is a dependent variable of urban brand strategy indicators. The library method has been used to collect research literature and the field method has been used to test the hypotheses. In the field, the questionnaire was used. The data were analyzed using SPSS software. To determine the impact and ranking of variables and research components, regression test (ranking) was used.

Statistical population and sample size

The statistical population is a set of individuals or units that have at least one common trait. In the other definition of the statistical society, a set of units is said to have at least one attribute in common. (Sarmad et al., 177, 2001). All people living in Bushehr are the statistical community of this research. Typically, several methods are used to determine the size of the sample size, but in general, these methods can be grouped into four groups: based on personal judgment, based on the quantified ones, based on calculations statistical and sample estimation in light of possibilities. This research is to determine the sample size based on statistical calculations and Cochran's formula is used (formula 1).

$$n = \frac{\frac{t^2 pq}{d^2}}{1 + \frac{1}{N} \left(\frac{t^2 pq}{d^2} - 1 \right)} \quad \text{Formula (1)}$$

We have this formula:

n: Sample size

N: The statistical society (target), which according to the census of 2011 population of the studied area is 195222 people.

p: The percentage distribution of the trait in society (ie, the proportion of people who have studied traits), which in this research is 0.50 is considered.

q: The percentage of people who do not have a trait in the community, is considered.

d: The difference between the actual proportion of the trait in the community and the amount of the estimator for the existence of that attribute in the society whose maximum ratio is 0.05 and the accuracy of sampling depends on it, at 0.05 is considered.

T: It is the variable size in the natural distribution (normal distribution of the Gaussian curve) extracted from the probability level table, variable size of 1.96 is considered.

The sample size of the research has been calculated according to the population of 195222 in Bushehr city using the Cochran formula 384.

Internal Research Background

Peyvand Mirzaeian Khamseh (2012), in an article entitled "Explaining the role of the urban brand in influencing the city's aesthetics on the sense of belonging to the Iranian citizen," concluded that the name of a city and the creation of an appropriate image of it could lead to an upgrade of feeling Citizens belonging. Considering past studies in this area, it was observed that the feeling of belonging to Iranian citizens was very low and, on the other hand, attention to aesthetic activities and urban branding has also been out of place for urban policymakers.

Movavarian et al. (2013), in an article entitled "Urban Branding Process Model for Iran's Metropolises", designed a model for this purpose. The findings of the research indicate that the definition of the status of urban management in the country's planning system, land use planning in order to determine the division of urban duties, change the brand's perspective, reduce rent and increase the competitive space and scientific capacity, study and implementation of cities in the field of branding . Also, the financial and social resources of the city, the favorable political and institutional environment, as well as the facilitating government, are among the conditions of intervention, whose support or lack of support plays a determining role in the success or failure of urban branding.

Mohammad Reza Delavi (2014), in an article titled "Urban Branding", concluded that urbanism, on the one hand, provides a basis for developing policies to pursue economic development, while at the same time The name is used as a means for residents of the city to determine the identity of their city.

Omid Ali Kharazmi et al. (2014), in an article entitled "Comparative Study of the Global Experiences of the Urban Branding Process", concluded that urban brand is a relatively new discipline that will help cities and countries survive in today's competitive world and sustainability of competitive advantage Themselves, need to take advantage of this process. In the meantime, the use of the experiences of successful cities in this field and the awareness of the process they have been taking place seems to be inevitable.

Rahim Heydari Chianeh et al. (2015), in an article entitled "An analysis of the role of brand image on the development of urban tourism, Case study: Tabriz Metropolis", concluded that the geographical distance and the lack of interaction between places on the one hand and The loss of local identity of cities in the process of globalization, which undermines the image and mental map of certain cities, has a negative effect on tourism development and attracting tourists. The present article is devoted to investigating the relationship between brand image after travel and the development of urban tourism in the metropolis of Tabriz.

Foreign Research Background

Hankinson et al. (1993), the key to branding success is to establish a relationship between brand and consumer, so that there is a close relationship between the physical and psychological needs of the consumer and the brand's functional characteristics and symbolic values.

Johnson & Power (2006), in a study entitled "The City Image (Brand as a Capacity Made in Nordic Cities)" analyzes various methods and branding processes through selected case studies. This research has been conducted on European cities whose image has undergone some changes. Based on their studies, the researchers based on case studies and obtained data seek to formulate city brand success criteria.

Kavaratzis (2008), in his doctoral dissertation titled "From City Marketing to City Brand", explores the marketing theory of cities and their brand. This thesis presents a complete structure of the city's theoretical development of marketing, identifying its roots and describing city changes with an emphasis on the brand of the city. This research examines the three European cities of Amsterdam, Budapest and Atten.

Theoretical Foundations of Research

According to the definition of the brand business dictionary, "design, symbol, symbol, words, or a combination of these are used to create an image that distinguishes the product from competitors' products. Over time, this image is in The minds of customers are bonded with a level of credibility, quality, and satisfaction, so brands are helping hasty customers in complex and crowded markets through profit and value." In a general division, brand functions in the private sector are considered in five dimensions: legal, cognitive-symbolic, social-psychological, and economic. Brand is important in the legal field, because it is an indicator of ownership. Brand as a sign, transmits the extract of the meaning of the product and, as an exploratory tool, helps to recognize the intangible and intangible features of the product. The brand communication function is

not just outside the company, but having a clear brand identity facilitates making decisions within the organization. Brand also facilitates consumer relations. In this function, the focus is from product to consumer relationship. The idea of brand as a relationship is that the buyer of the product also affects the brand. For example, when a particular consumer uses a particular brand, it changes the brand image. In fact, consumers are also involved in brand production. The brand facilitates the formation of identity. Here attention, more than product, is focused on the consumer. The consumer uses the brand to describe his identity, wishes, or what he wants to look like (Edward et al., 4, 2008). Branding, therefore, is not the only product differentiation, but also consumer differentiation. Brands are not the only valuable assets of an organization, but more than that, as some experts have argued that in the postmodern consumer culture, brands play a crucial role in creating consumer identity. In addition, branding is said to have a link value, linking brand users to groups and communities (Cavartzis and Ashworth, 188, 2006). Undoubtedly, the brand has economic function. The brand's economic function adds to the product because of its monetary value. Brand through symbolic inspiration to a product helps to distinguish it from competitors, and this distinction gives the opportunity to raise prices to the product. Table 1 shows the functions of the brand in the private sector.

Table 1- Branding services in the private sector

	Ownership indicator	Meaning of communication	Facilitating relationships	Identity shaping	Increasing business value
Dimension	Legal	Cognitive, Symbolic	Social, psychology	Social, psychology	Economic

The nature of the urban brand

The urban brand includes the historical, social, political and international identity of each city, which includes how the city's economic, recreational and recreational activities are. The urban brand is important in directing the city's resources and attracting investment in the tourism industry. In the new context, urban management has been emphasized for the use of the urban brand and its potential impact on the inhabitants and urban experiences (Akhavan Thaleth, 2010). According to the UNESCO Organization for Historical Assets, despite the fact that Iran is among the top ten countries in the world, it is considered one of the first three countries in terms of natural Goddess and climatic diversity, but in terms of tourism income even among the first 100 countries in the world also not considered. Urban branding is a valuable tool for cities to effectively manage domestic and foreign opportunities and turn them into competitive advantages. In a world of globalization, where fast-moving travel and access to any place are convenient and fast, cities are increasingly competing to attract businessmen and investors and new citizens to their area. . Many areas use branding techniques to differentiate themselves from others, or use this method to uniqueness of what they offer. Brand is a rich source of cognitive and impact relationships and influences that make the audience look like a special and memorable image. This is one of the foreground that provides the basis for the search and survey of cities. All of them, from special centers or simple urban settlements, create positive relationships in the minds of people, and also create added value from the point of view of symbolism and economics, and tools will be important to achieve the goal of urban branding (Poopsikio, 2009). Brand image reflects consumer perception and acceptance. The purpose of the strategic attention to brand image is to ensure that consumers keep a proper mindset of the brand. The brand image mainly involves several concepts: perception: because the brand is understood by the consumer, it is a shaft; because the brand is cognitively evaluated, the attitude; because consumers are constantly received after perceiving and evaluating it. Have shaped their attitudes around the brand (Khodadad Hosseini and Rezvani, 32, 2012).

Geographical position of the logic studied

The Bushehr Historical Peninsula, which is located in Bushehr, is located at 15 and widths of 2-4 km at 28 degrees, 59 minutes and 30 seconds, latitude and 50 degrees, 51 minutes and 15 seconds, east longitude Greenwich Meridian. Due to its level and in some cases lower sea levels and the influx of Persian Gulf waters from the north, south, and southeast, this land has become an exceptional peninsula, extending only from the east of the peninsula to the land (Bushehr- Shiraz). On the peninsula, on the northeastern shore and east of it, the water penetration in sedimentary soils has endured the extent of its development (Kanein, 2008, 60).

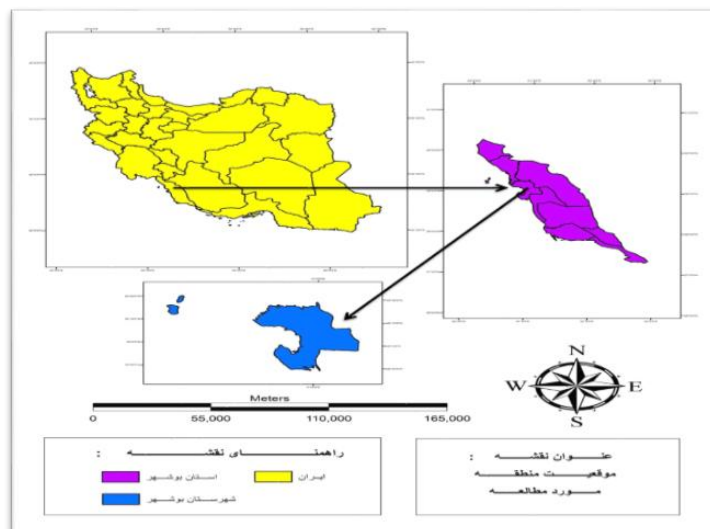


Figure 1- Location of the study area in the political divisions of the country

The population of Bushehr province is about 23,167 square kilometers. In the 2011 census, the population of the city of Bushehr was 258,906, of which 221,016 were 85.77% in urban areas and 37,826 people were resident in rural areas and 14.60% in rural areas, and 64 were less than two thirds of them non-resident (Census from 1966).

Table 2- The trend of population change in Bushehr in recent years

Year	1966	1976	1986	1996	2006	2011
Bushehr city	38200	79428	157263	187914	225297	258906
Bushehr province	15493	347863	612183	743675	886267	1032941

Reference: Censuses from 1956 to 2011

Research findings

Inferential analysis of data

The hypothesis test is one of the most important parts of the information analysis. At this stage of the research, the researcher has used the appropriate statistical tests to test the significance of linear regression.

The main hypothesis

There is a significant relationship between spatial brand strategy and Bushehr city.

The main hypothesis is divided into four sub-hypotheses, which are discussed below. First sub-hypothesis: There is a significant statistical relation between Bushehr's social operating strategy and urban brand.

H₀: There is no statistically significant relationship between social strategies of Bushehr with the design of urban brand.

H₁: There is a significant statistical relationship between Bushehr's social agent's strategies with the design of urban brand.

To test the hypothesis, a linear regression test was used. The results of this test are presented in the following table.

Table 3 - Inferential analysis of the first sub-hypothesis

Independent variable X, independent	Affiliate Y, dependent	typR	R ²	Significance level constant number	Significant level the model	oReject or accep result Hypothesis H
Social dimension	Brand design	0.702	0.493	0≤0.05	0.000	Accept

Regarding the correlation coefficient and the significance level (sig), the coefficient constant and the model (0.000), which is less than 0.05, can be stated with 95% confidence that the hypothesis H₀ has been

rejected and the hypothesis of the researcher has been verified. There is a significant statistical relationship between Bushehr's social operating strategy and urban brand.

Second sub hypothesis: There is a significant statistical relationship between economic factor and urban design of Bushehr city.

H₀: There is no statistically significant relationship between economic factor and urban design of Bushehr.

H₁: There is a statistically significant relationship between economic factor and urban design of Bushehr.

To test the above hypothesis, a significant linear regression test was used which the results of this test are presented in the following table.

Table 4 - Inferential analysis of second sub-hypothesis

Independent variable X, independent	Affiliate Y, dependent	typR	R ²	Significance level constant number	Significant level o the model	Reject or accep result Hypothesis H
Economic factor	Brand design	0.708	0.501	0≤0.05	0.000	Accept

Regarding the correlation coefficient and significance level (sig), the coefficient constant and the model (0.000), which is less than 0.05, stated with 95% confidence that the hypothesis H₀ was rejected, and the hypothesis is accepted that there is a statistically significant relationship between economic factor and designing urban brand of Bushehr.

\Third sub hypothesis: There is a statistically significant relationship between environmental factor and brand design in Bushehr.

H₀: There is no statistically significant relationship between environmental factor and brand design of Bushehr city.

H₁: There is a statistically significant relationship between environmental factor and brand design of Bushehr city.

A linear regression test was used to test the hypothesis. The results of this test are presented in the table below.

Table 5- Inferential analysis of the third sub-hypothesis

Independent variable X, independent	Affiliate Y, dependent	typR	R ²	Significance level constant number	Significant level o the model	Reject or accep result Hypothesis H
Environmental factor	Brand design	0.864	0.747	0≤0.05	0.000	Accept

Regarding the correlation coefficient and significance level (sig), the constant number, coefficient and model (0.000) are all less than 0.05. It can be stated with 95% confidence that the hypothesis H₀ is rejected and the hypothesis is accepted. Therefore, we conclude that there is a significant statistical relation between the environmental factor and brand design of Bushehr.

Fourth sub-hypothesis: There is a relationship between geographic factor and brand design in Bushehr.

H₀: There is no relation between geographic factor and brand design of Bushehr city.

H₁: There is a relationship between geographic factor and brand design of Bushehr city.

To test the hypothesis, a meaningful test was used in linear regression. The results of this test are presented in the following table.

Table 6 - Inferential analysis of the fourth sub-hypothesis

Independent variable X, independent	Affiliate Y, dependent	typR	R ²	Significance level constant number	Significant level o the model	Reject or accep result Hypothesis H
Geographical factor	Brand design	0.892	0.796	0≤0.05	0.000	Accept

Regarding the correlation coefficient and the significance level (sig), the coefficient constant and the model (0.000), which is less than 0.05, stated with 95% confidence that the hypothesis H_0 was rejected and the hypothesis was verified. There is a relationship between geographic factor and brand design in Bushehr.

CONCLUSION

A strong brand of a site plays a very important role in the development of the tourism industry. The main prerequisite behind the branding of the site is that when a place is named, there are different concepts that are in communication. Which the human mind invites them. And these interconnected concepts can be manipulated to provide a better image of the brand. The basic problem in urban branding is how the city is perceived and understood. Because almost all cities have similar features to offer, the urban branding strategy is to provide a single value that distinguishes the city from other cities. Bushehr with its brilliant historical and cultural backgrounds, it has potential economic, political, consensus, and cultural potential, which should be converted from potential to actual by codified planning. Bushehr has been in constant dialogue with the Indian-Mesopotamian civilization in thousands of years ago. Indian "Drawids" have migrated here in prehistoric times, and the people of these areas interact with civilizations and powers in Mesopotamia such as Akkad, Babylon, Sumer and Assyria, and interact with them. And have a culture. The "Akkadian" line to Bushehr was about five thousand years ago. The people of Lian, in coincidence with the whole people of Elam, received the Sumerian dialect of Akkadian, and invented the first line of the text and close to the alphabetical system. The cultural honors of Bushehr are not only unique to the ancient age or the history of the Middle Ages, but this region of Iran in the contemporary and new era has also led the cultural, intellectual and artistic issues in some categories. In the Safavid era, according to Remy Wadala, In Bushehr, Christian Carmelites took the first printing machine from Basra to Bandar Rig (Bushehr province) and began to advertise in this port. In addition, Bushehr experienced modernity with modern phenomena such as print, newspaper, telegraph, telephone, electricity, ice mills, freshwater and freshwater, as well as airports and railways. Bushehr has unique honors in the field of modern education: in 1303 AD. "Sayyid Jamal al-Din Asad Abadi," the Great Moslem of the Islamic World and Iran, stayed in Bushehr port for about three months. He took advantage of the opportunity and taught a brief period of modern history and new sciences for some elite. Among the students of Sayed Jamal in Bushehr were "Malik Al-Mutkelimin" (famous leaders of the Constitutional), "Sadid al-Saltanah" (founder of the Persian Gulf in the Qajar era), the author of Ajim's works. Bushehr port was one of the first cities in Iran where printers and newspapers were created and the first weekly cartoon illustrated with the title "Toluh" in Iran in 1939. 1900 AD In Bushehr has come to fruition. Persian literature in the last thousand years has produced three two-bit large daisies, two of which are "Khayyam Nesashaboori" and "Baba Taher-Nadarian Hamedani". The third side of this triangle is "Mohammad Ali Kordvani", a member of the "Fayz" of the plains. And this is a great honor for Bushehr in the field of literature, poetry and poetry. In the field of publishing, Bushehr has a brilliant work in the Qajar era. The Bushehris are proud that for the first time the novel "Twenty Thousand Farsakh under Al-Bahhar" by Jules Verne was published in 1326 AH was released in Bushehr. The translator of this book, Mirza Yusuf Etesam Al-Molk, was the father of the famous poet Parvin Etesami. Also, "Ahmad Khan Daryabeigi" and many months before the publication of the famous book "Ayatollah Naeini", a book called "Alleli al-Marboutah fi Vjahan al-Mashroveh" in Farsi in 1317 AH. Also, "Ahmad Khan Daryabeigi" the first school in style new in the head to the south of Iran and the Persian Gulf region, called "Sa'adat" in Bushehr. A school that has been graduated from dozens of politicians, poets, writers, historians, scholars, and humanities scholars for over a century, and has been established in some of the southern countries of the Persian Gulf. "Ayatullah Seyyed Abdullah Mojtahed Bladi Bushehr" (owning 85 books and famous Mujahideen and famous fighter), "The family of al-Asfoor" (with 35 scholars and about 500 books), "Seyyed Mohammad Reza Mousavat Borazjani", "Iraj Soghiri" (Founder of modern theater and folklore in Iran), Ismail Raine (famous historian), Najaf Dari Abandari (translator), Abdolhossein Sharifian (prolific translator), Ali Baba Chahi (poet novelist), Hassan Zanganeh (Gulf Issue Translator) The sum of these rich, lasting and amazing achievements makes us name and recognize Bushehr as the "cultural capital of the Persian Gulf."

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