

Cities Museums And Soft Power

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Download The relationship between cities and museums goes both ways. A city wishes to have the best possible museums and if its politicians are savvy and capable, they will use them as soft power tools. Likewise, a museum could wish for the best possible city, and use its soft power to shape the city and its communities to its liking. Book review: Cities, museums and soft power | The Museum ... Cities have long understood that place-making and a strong cultural brand is essential to their soft power. Many museums have been planned at the epicentre of ambitious urban development projects with the goal of repositioning their cities on the global scene and improving quality of life. The soft power of museums -

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