

## INDEX

<b>I. Introduction.....</b>	<b>p. 2</b>
1.1 Structure of the Thesis.....	p. 3
<b>II. Methodology.....</b>	<b>p. 5</b>
2.1 Research Strategy.....	p. 5
2.2 Research Design.....	p. 7
<b>III. Theory.....</b>	<b>p. 13</b>
3. Culture in urban context.....	p. 14
3.1 Contemporary cities: urban change.....	p. 14
3.2 The creative city.....	p. 15
3.3 Cultural Planning.....	p. 21
3.4 Cultural or creative industries? .....	p. 24
3.5 The economy of culture.....	p. 27
4. Branding the city.....	p. 29
4.1 From city marketing to city branding.....	p. 30
4.2 What is branding? .....	p. 32
4.2.1 City Branding and creativity.....	p. 36
4.2.2 The City image.....	p. 39
4.3 The creative cluster.....	p. 41
<b>IV. Analysis and Discussion.....</b>	<b>p. 43</b>
5.1 Why marketing Nantes? An introduction to the case study.....	p. 43
5.2 Nantes, ville creative! .....	p. 44
5.3 Nantes' brand in city's history.....	p. 46
5.4 Nantes, ville Européenne! .....	p. 53
5.4.1 Europe and youth.....	p. 54
5.4.2 European Networks.....	p. 59
5.5 L'île de Nantes and le quartier de la création.....	p. 61
5.6 Nantes, ville de participation.....	p. 65

**V. Conclusion..... p. 70**

**VI. Reflections..... p. 72**

**Bibliography..... p. 74**

**APPENDIX I**