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BOOK REVIEWS

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Frenkel, A., Nijkamp, P., and P. McCann (Eds.). 2012. *Societies in Motion: Innovation, Migration and Regional Transformation*. Elgar, Edward Publishing, Inc. 400 pp (Hardcover) ISBN 978 0 85793 993 7. \$160.

Reviewed by *Joanna Ganning*, Metropolitan Research Center, University of Utah

As the Preface to *Societies in Motion* describes, the editors have devoted this book to studying the space-time processes resulting from spatial mobility, and the outcomes the processes have for regional development, industrial innovation, and spatial mobility patterns. This book appears in the publisher's series titled "New Horizons in Regional Science". The devotion to that theme is mirrored in the editors' preface, which gives tribute to Daniel Shefer. The book is written primarily in the context of Europe, the U.S., and Israel, reflecting the geographic distribution of contributors.

The editors, Amnon Frenkel, Peter Nijkamp, and Philip McCann assembled a group of scholars suited to address a range of research questions related to the book's overarching theme. To this end, the book is divided into four sections. The first section is the broadest, grouping three research areas within the large umbrella of regional development factors: spatial relationships of land-use regulations, changing density functions in Tel Aviv, and monetary policy's influence on regional development. The second section focuses on the spatial distribution of industrial and technological innovation, specifically taking up questions of firm relocation, innovation and geographic concentration, and university-industry technology transfer. The longer third section addresses human capital, migration, and labor. Two of the chapters in this section focus on labor migration. The remaining three tackle the spatial mismatch hypothesis, issues of foreign direct investment in Europe, and spatial filtering in unemployment patterns, showing consistency over time. The fourth section contains papers evaluating urban travel forecasting, travel behavior externalities, policies, and planning, ensuring the sustainability of rail travel in the European Union, and the relationship between land values and transportation.

The chapters engage a wide range of methods, ranging from argumentative papers relying on no statistics or on simple descriptive statistics, to regression models, to fully theoretical spatial econometric model development. Excepting the latter category, most of the papers will be accessible to both academics and practitioners. The methodological approaches present two

drawbacks. First, among the papers that engage data (either primary or secondary), the datasets were developed or published primarily between 1995 and 2006, with no data newer than 2006. While this is often an unavoidable situation, it does limit the studies given the global financial crisis which escalated in 2007. Second, given the book's purported orientation toward regional science, one might expect a stronger quantitative focus.

In two of the book's four sections (Part 1: Regional Development and Part 3: Human Capital, Migration, and Labor Force), the chapters loosely frame their overarching themes. Section 1 is comprised of three papers, two of which address issues of urbanization (land policy and density functions). The section's third paper, Chapter 3 ("The role of monetary and financial factors in regional development: an overview," by Ridhwan, Nijkamp, Rietveld, and de Groot), stands out for its rare focus (of chapters in this volume) on developing economies, which it accomplishes via an evaluation of financial mobility within countries. In the longer Section 3, "The effects of asset and credit constraint on interregional labor migration" by Aroca, Hewings, and Sonis will particularly appeal to theoretical regional scientists and those using migration models. Also in this section, chapter 10, "Globalization, the CEECs and European policy" by Constantin, Goschin and McCann will appeal to readers interested in globalization and regional development policy. Relying on descriptive statistics, literature, and argumentation, this chapter gives globalization a particularly close treatment among the book's chapters. The remaining chapters in this section are quantitative analyses of migration, commuting, and unemployment patterns.

By contrast, Parts 2 (Industrial Innovation) and 4 (Spatial Mobility) contain a narrower focus among their chapters. Part 2 contains three chapters focusing on firm mobility (Pellenbarg and Knoblen), knowledge-intensive firm location (Schwartz, Avnimelech and Bar-El), and university-industry technology transfer (Frenkel and Shefer). These chapters are approachable to a wide range of audiences and take up a timely and interesting subject. Chapter 4 (Pellenbarg and Knoblen) does a nice job of allowing international comparison and analysis of a concept and points the reader toward a research agenda around firm location. Perhaps more than elsewhere in the book, this section shies away from traditional regional science methods; the section's most sophisticated method is location quotients, used in Chapter 5 ("The location of knowledge economy and high-tech in Israel" by Schwartz, Avnimelech and Bar-El). Chapter 6 (Frenkel and Shefer) establishes some universality in the issues related to university-industry technology transfer.

The book's fourth section takes up spatial mobility. Givoni and Banister provide the highlight of this section, with their paper "Reinventing the wheel: planning the rail network to meet the mobility needs of the 21st century." This paper argues that rail must service a larger share of existing travel to become sustainable, rather than covering a greater geographic reach. Parts of the remainder of the section struggle with issues of focus and data. Chapter 12 ("The role of computing in urban travel forecasting: how transportation planning practice shaped software, and software impacted transportation planning practice", by Boyce and Bar-Gera) focuses on transportation forecasting applications and computer uses. While this topic does fit with the book's title, it seems out of place with the other chapters and the more specific aims of the book. The final chapter deals with transportation benefits and land values, but unfortunately relies on data from a 1975-2000 vintage, which would not capture changes in travel behavior observed in the U.S. after the spike in oil prices, which began in approximately 2004.

A few chapters are outstanding for their usefulness to various audiences, as noted in this review. A sub-set of chapters read like syntheses of literature, rather than relying on new analysis of data or development of theories, and as such are useful yet perhaps not what a reader might anticipate. In the opposite case, Chapter 8 ("Circular statistics, migration models and the directionality of job search processes" by Faggian, Coreoran and McCann), while struggling with older data and a firmly established literature, holds value as a methodological advancement in a research area. Most of the chapters integrate an appropriate theoretical basis, though Chapter 9 ("Commuting and migration: can they be complementary?") could be significantly strengthened in this regard.

While this book struggles in places to present work of a regional science orientation and on topics closely enough related to form clear sections, it does provide an overview of the subject: societies in motion. The book will be of particular value to those looking for an international context and comparison, to those looking to understand a synthesis of literature around a topic, and perhaps to classes comprised of students with varying methodological orientations yet a common interest in the topic.

Pike, Andy, ed. 2011. *Brands and Branding Geography*. Edward Elgar Publishing, Inc: Cheltenham, U.K. ISBN 978-1-84980-159-1 (Hardback) 356 pp. £89.95.

Reviewed by *Neil Reid*, University of Toledo

This book is edited by Andy Pike of the Centre for Urban and Regional Development Studies at Newcastle University. I read this edited volume as a non-branding expert. My own research interests lie in the areas of industrial location and local economic development. So, while branding is not my area of expertise I am certainly familiar with the role that it can play in local and regional economic development efforts.

The book comprises nineteen chapters that cover four themes – (i) conceptualizing and theorizing brands and branding geographies, (ii) brands and branding geographies with respect to goods, services, and knowledge, (iii) brands and branding geographies with respect to spaces and places, and (iv) conclusions. In his introductory chapter *Andy Pike* makes a compelling case for this edited volume. While the topics of brand and branding have received increasing attention in a variety of academic disciplines very little of this scholarly work informs upon the spatial dimensions of branding, especially from a theoretical perspective. As noted by Pike (page 4) "the ways in which the geographies of space and place are inescapably intertwined with brands and branding have been unevenly recognized and under-researched". This is the gap that this volume hopes to fill. Despite having a focus on geography, however, the contributors to this volume come from a variety of academic disciplines, including sociology, retailing, and international relations. To include such a heavy contribution from non-geographers (over half of the authors) in a book with a geography focus is both bold and interesting. In this particular case, however, it works very well. It does so because the non-geographers, by and large, recognize and emphasize the central importance of place and space in their contributions.

In addition to Pike's opening chapter the first section of the book comprises two other chapters. Given the theme of this first section (conceptualizing and theorizing brands) I had hoped to have come away with a nice theoretical framework within which I could situate the

remainder of the chapters. I was therefore somewhat disappointed to find no such framework. Indeed both the chapters were very empirical in nature. In chapter 2 *Nicolas Papadopoulos* reports on research (mostly his own) that focuses on the interplay between county images and the products that they produce. Chapter 3 by *Celia Lury* does give a greater nod to theory (well concepts at least) in her chapter on boundary method objects and media space.

The second section (chapters 4 thru 10) of the volume comprises seven chapters that focus on goods, services, and knowledges. Chapter 4 by *Peter Jackson, Polly Russell, and Neil Ward* uses a series of personal and corporate narratives to tell the story of the British retailing giant, Marks and Spencer, who successfully developed a new line of more humanely raised branded chicken (Oakham Chicken) as part of a broader strategy to revive its ailing fortunes. This chapter raises the issue of the relationship between place, image, and brand. The town of Oakham exists but has no relationship with Marks and Spencer's chicken. The name was chosen because of the "countryside imagery and nice places" association that it provokes.

In chapter 5 *Liz Moor* examines the relationship between consumers and place-affiliated brands. In doing so she focuses on two specific issues. First, she examines the ways in which "placed-ness" of brands can contribute to a narrowing of widening of social divisions and feelings of alienation and exclusion. Second, she looks at the extent to which institutions are capable of influencing the way in which consumers use place. To a large extent this chapter is about freedom and power and the nature, determinants, and implications of the ever changing balance between the two.

The sixth chapter by *Atle Hague* examines the role of consumers in both the technological development and branding of winter sports products. The chapter looks at how different types of users (e.g., star athletes, passionate amateurs, and company employees) can help the company in the technological development of a product and how this involvement can extend to assisting with successful brand development. Sports equipment makes for a particularly interesting case study because their attractiveness as a consumer product is a function of the combination between symbolic value and technical performance, with the latter being the more important of the two.

In chapter 7 *Ulrich Ermann* examines the contention that "the main function of brands is no longer to protect from imitation by marking origin, but to invent and render identities and lifestyles. He does so by examining how the "brands, not products" mantra has been utilized by the fashion industry in Bulgaria. Hugo Boss is one global brand that is manufactured in Bulgaria. The owner of the factory also produces a Bulgarian line of clothing. While the quality of the Boss and the Bulgarian-line are identical the latter sells for half the price of clothing produced under the Boss brand. In the Boss brand the location of production is unimportant, while the "Made in Bulgaria" label has become important for the local brand.

In the eighth chapter *Bodo Kubartz* focuses on the knowledge gap that exists with respect to (i) brands and branding as vital socio-economic activities and (ii) the connection between brands and branding and the evolving and ongoing debate on how to understand and conceptualize knowledge. He does so with a highly illustrative study of the fragrance industry and the complex series of relationships that must be negotiated to develop a successful fragrance brand. This chapter is particularly interesting because it takes the reader deep inside the fragrance industry and provides an excellent analysis of the role of the brand manager.

In chapter 9, the final chapter of the book's second section, *Dominic Power* and *Johan Jansson* look at places that become branded by the products they produce (e.g. Pittsburgh steel, Hollywood movies etc.). They suggest that actors and events external to the place or region can have important implications for such place-based brands. Indeed, place-based brands are highly influenced by narratives that are constructed outside the brand's home region. The authors use the example of the Scandinavian design industry to illustrate the role that outsiders can play in the development and evolution of a brand. As the authors note the brand that emerged around Scandinavia design had its genesis in a small number of exhibitions and tours organized in the United Kingdom (e.g. organized by the British Council) and the United States in the 1950s.

The tenth chapter by *Ngai-Ling Sum* provides a fascinating discussion of knowledge brands. In particular Sum focuses on the development and evolution of "competitiveness" as a brand with a particular focus on the competitive advantage/industrial cluster ideas of Michael Porter of Harvard Business School. Porter's ideas took on the characteristics of a brand when they became the "industry" standard for policy makers and management consultants. Sum suggests that Porter's affiliation with Harvard Business School was a key factor in the emergence of brand as was the flexibility of the ideas in terms of their applicability to almost any country, region, or locale.

The third section of the book begins with a chapter by *Andrew Harris* who examines how the "down-at-heel inner city district" of Hoxton in London, UK was able to successfully brand itself. This branding occurred during the 1990s. Harris's chapter demonstrates the role that one highly creative and enthusiastic individual can play in the branding and revitalization of a neighborhood. In the case of Hoxton that individual was Joshua Compston, a gallerist, who moved into the area in early 1990s and through a series of festivals and arts events was the catalyst to the neighborhood's turnaround. Compston's early activities attracted the attention of property developers who saw the potential of the district and invested not only in the physical infrastructure but also in Compston's promotional activities.

In chapter 12 *Anette Therkelsen* and *Henrik Haliker* examine the politics of place branding. The branding of a place involves a number of key political decisions including whether to reinforce the existing identity of a place or attempts to create a new identity, who to include and not include in the brand creation process, and identification of the intended audience for the brand. These decisions will impact who is and who is not committed to the brand which in turn will influence the long-term success of the brand. Thus inclusion, strategy, and commitment are key factors in brand development and evolution. The authors use the Danish cities of Aarhus and Aalborg to highlight the role played by these three factors. A key conclusion that is drawn from these case studies is the important role that the identification of shared strategic priorities among the stakeholders can play in long-term brand success.

The thirteenth chapter by *Guy Julier* deals with the topic of subversion of brands and the role of "design activism" in challenging and disrupting existing place brands. The author utilizes the example of Leeds, England and their "Leeds Live It Love It" that was challenged by the alternative counter brand of "Love It Share It Leeds". The "Share It" portion of the alternative brand proved provocative in that it forced the questions of share what with whom and in what proportions to be asked and highlighted the tensions that can exist when an official brand fails to address the "particularities of local culture". In the case of Leeds the individuals behind the counter brand purposely engaged in a number of activities (e.g. mapping social networks, skills,

and space in an inner suburb) in order to show that their brand was one that engaged in meaningful action that had a citizen and community focus.

In chapter 14 *Cecilia Pasquinelli* address the issue of scale in place branding and asks the question as to whether a network of places can be a brand. She suggests that such an approach is one that should be considered by peripheral, non-urban, areas. The chapter examines the “network brand” of Val di Cornia in southern Tuscany, Italy. Val di Cornia is a rural area with a declining steel industry and, according to the author, has an identity crisis. Interestingly, the region rebranded itself without engaging in any type of formal branding initiative. The brand arose from the rising interest in inter-municipality cooperation and a desire to refocus the region’s economy towards tourism, particularly on the extensive natural and archaeological parks system that existed. Cooperation, economic diversification, and protection of natural resources became the common rallying call.

The fifteenth chapter by *Gary Warnaby, David Bennison, and Dominic Medway* examines the branding of Hadrian’s Wall and a broader region known as Hadrian’s Wall Country in the North of England. Hadrian’s Wall is a Roman structure and is a World Heritage Site. In the early 2000s an initiative was launched to brand the Wall as a “global must see” site. Branding of the Wall and created some unique challenges due to the “fuzziness” of the Wall and the surrounding countryside as a place. Much of the fuzziness results from the Wall’s linearity which means that it passes through a number of different jurisdictional municipalities. To deal with these fragmented jurisdictional issues Hadrian’s Wall Heritage Limited was created to serve as an umbrella branding organization.

In chapter 16 *Nick Lewis* examines Brand New Zealand, a brand developed to promote the country as a tourist destination to the rest of the world, add value to New Zealand produced goods and services, mobilize a globalizing national identity, and nurture international business relationships. Lewis tells the story of Brand NZ and documents how and why Brand NZ was formed, how it was mobilized and made coherent, outlines its spatiality, and assesses its success. From a success perspective Brand NZ is frequently cited as an excellence example of nation branding.

The seventeenth chapter by *Simon Anholt* takes to task those who have distorted and misused his idea of the “nation brand”. In a provocative and succinctly argued chapter Anholt quashes some of the myths surrounding the misconceptions and false expectations that have arisen over the “branding” of a nation. As Anholt notes Nike sells lots of shoes not because it has a fantastic brand image but because it makes great shoes. Similarly, with nations no amount of branding is going to enhance the image of a nation. In the case of nations their image is determined by the products, people, and ideas that emerge from them. Arnholt makes a compelling case that the branding of nations is specious, ineffective, and can, in some cases, be detrimental.

The concluding section of this book begins with chapter 18 by *Adam Arvidson* who addresses theoretical perspectives on city branding. In particular he looks at the relationship between the creativity/creative class and financial investments in cities that are designed to support branding initiatives around ideas associated with creative class initiatives. Arvidson uses the famous “I Love NY” to illustrate this relationship. He argues that the “I Love NY” branding campaign, with media support, was very effectively used to attract financial capital that helped the city address the economic challenges that it faced during the first half of the 1970s. The

campaign becomes something of a watershed for the city as it resulted in a shifting of power away from the democratically elected institutions and towards banking and financial elites.

In chapter 19, the final chapter of the book, *Andy Pike* draws some conclusions about brands and branding. In doing so he reiterates what he sees as the highlights and main points of the chapters in this collection. He also suggests some ways in which future research might yield additional insights including more use of mixed methods and the inclusion of a broader portfolio of products and places. Studies of branding failures might also be illuminating. Pike also discusses methodological issues surrounding the selective valorization of history in research on branding geographies as well as the political ambiguity that surrounds brands and branding.

Overall, this edited volume would make a valuable addition to the bookshelves of any individual who is interested in branding geographies. The volume is well organized, the chapters are coherently written, and issues of theoretical and real world importance are addressed.

Akifumi Kuchiki and Masatsugu Tsuji (eds.) 2010. *From Agglomeration to Innovation: Upgrading Industrial Clusters in Emerging Economies*. IDE-JETRO, Palgrave MacMillan, (Hardback) 288 pp. ISBN978-0-230-23310-2. \$130.

Reviewed by *Charles van Marrewijk*, Utrecht University

The economic development of some (former) emerging market economies is truly impressive. Older classic examples are Japan and South Korea. Newer and bigger ‘classic’ examples are China and India. Associated with these development trajectories is a process of urbanization (inhabitants increasingly live in cities: rural-urban migration) and agglomeration (different types of economic activity concentrate in certain areas where cities expand or merge into ever larger areas). Simultaneously, we observe certain types of flourishing and rapidly growing economic activities concentrating or ‘clustering’ together in specific areas during different phases of the development process. Think of shipbuilding and car manufacturing in Japan and South Korea and of electronics and software in China and India.

A natural question to raise, and one that indeed attracts a lot of attention from researchers and policy makers, concerns the institutional framework to accommodate cluster activity and to foster ‘upgrading’ clusters (sequencing, if you like) into more innovative systems during the development process. This collection of work, edited by Kuchiki and Tsuji, tries to answer this basic question by organizing the book into two parts (chapters 2-6 and chapters 7-10) addressing two sub-questions (see Introduction, p. 5):

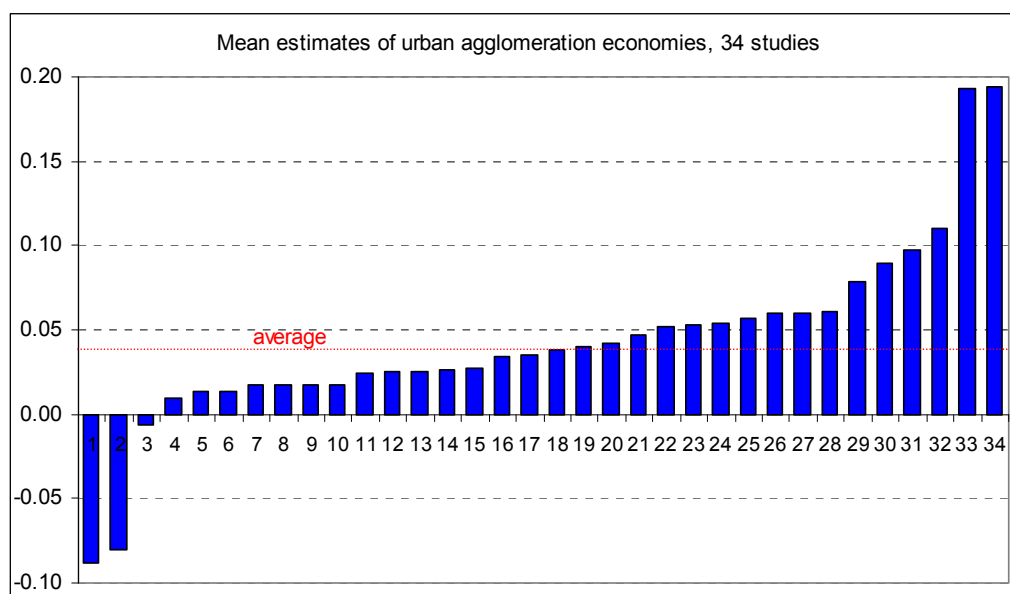
“Sub-question 1: What is the local innovation system? Can we identify the system in developing as well as developed economies? What are the key factors for forming this system?

Sub-question 2: How does agglomeration affect business organization and market structure in the stage of upgrading in a cluster? In other words, to what extent does the local government play an important role in the market-oriented innovation process which is driven by agglomeration?”

Regarding the first sub-question, they promise to develop a common ‘theory’ or ‘model’ in Chapter 2, which they label the “Flowchart Approach”. This is then applied to several case studies in Japan, India, Malaysia, Brazil, and Singapore. In view of today’s love for country

acronyms these could be labeled the JIMBS countries. The second sub-question focuses on the learning linkage between university and business during the process of agglomeration. It is answered with case studies for Brazil, Japan, Thailand, and China, together forming, of course, the BJTC countries. The book as a whole therefore focuses on the STJIMBC countries. Presumably, you think my acronyms are silly, and I agree. They do serve a purpose, however. It makes you wonder why we are selecting examples from this group of countries. What is the common denominator? At some stage they were all “emerging” economies, but for Japan and Singapore this was a long time ago. Most of them are Asian countries, but then why include Brazil? If we want to sample from different continents, why exclude Africa and Europe? The underlying problem is, of course, that a selection of case studies must (i) somehow be explained convincingly (and this is lacking in the book) and (ii) cannot substitute for a more formal, systematic analysis involving all countries in the world.

Figure 1 Mean estimates of urban agglomeration economies, 34 studies



Source: Brakman and van Marrewijk (2013).

Are clusters empirically important? Yes, there are many empirical studies estimating the benefits of agglomeration and clustering. The mechanisms at work are: matching (better matching between supply and demand), sharing (risks and costs of large local projects can be shared between users), and learning (frequent interactions between actors facilitate knowledge spillovers). Although the exact distinction between the contributions of each factor separately is difficult to estimate, an average increase of density with one percent raises productivity by about 0.02 to 0.05 percent. The variation is substantial, however, as illustrated in Figure 1 based on the meta analysis of Melo et al. (2009), who therefore conclude (p. 341) that there is: “no a priori reason to expect similar estimates of comparable magnitude between sectors, urban areas, or countries.” This variation makes it hard to translate findings in one cluster to another cluster, indicating that there is indeed a need to explain the selection of case studies.

The reader looking for a theory or model in the economic sense will be disappointed. As the name suggests, the Flowchart Approach is just that: it is a sequence of terms connected by arrows. The general idea is that we first have agglomeration of certain types of economic activity

and then an innovation process starts, particularly when firms start to interact with local universities and research institutes. Several more or less successful clusters are then discussed, usually on the basis of surveys and descriptive statistics on the number of firms in different years, foreign direct investment, capital intensity, and value-added. Examples are car manufacturing in Malaysia, pharmaceuticals and medical technology in Singapore, software in Brazil, software in India, ICT in Japan, some specialized markets in China, workplace training in Thailand (the best chapter in the book), and oil & gas in Brazil. An integral approach that puts these examples in a common perspective is lacking. This implies that this book is only of real value to persons interested in the details of the specific clusters analyzed in these chapters.

References

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Melo, P., D.J. Graham, and R. B. Noland, (2009), A meta-analysis of estimates of urban agglomeration economies, *Regional Science and Urban Economics* 39: 332-342.