

Abstract:

The dissertation “Creative Cities – British Council’s Project as an Example of Urban Marketing” deals with the project that is based on the theory of modern city branding and that issues today’s urban problems and their solutions. It takes into account the historical perspective of city branding and his current concept, but at the same time issues Creative Cities as an example of social campaign, which aims to inform residents, agents of government and stakeholders about opportunities and tools that can achieve better quality of life in cities.

The dissertation is divided into theoretical and analytical part, which takes into account all the necessary aspects of this international project – general concept of the British Council projects, focus on the creative industries, development of modern city branding, specific set of tools of Creative Cities and examples of their use and potential for the future in Europe and the Czech Republic. The dissertation is based on a three-year action of project in Czech Republic and its specific outcome in some cities.