

City Branding of Sialkot



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ABSTRACT

The Growing demand of making a place, city, or a country known all across the borders, is evident in the present era. Many cities, places and countries attempt to put their creditable features on the forefront to beckon people from all walks of life for an instant involvement; which is why many nations plough into massive investments to promote their facets to be known all over the world.

In the face of relentless terrorism attacks in Pakistan and energy crises, it is an arduous task to brand one of the cities of Pakistan, city of Sialkot, which is endowed with remarkable industries, breath-taking tourist spots, and affable citizenry. The city of Sialkot boasts incredible facets, ranging from sport goods industries to medical surgical equipment, which needs to be amplified to embrace the uninitiated and the people who reside in distant locations.

With the aim to brand the city of Sialkot, fifteen eminent personalities are selected to elicit their impressions on the prospects of Sialkot City Branding. Out of them, some belongs to the city of Sialkot; a few of them had affinity with the Sialkot industries which are making headways right from the outset. In-depth interviews are conducted to obtain useful insights from the respondents that can make the research comprehensive and practical.

The research study culminates with a lot of useful outcomes; which encompasses the intimate insights of respondents in relations with the ways to attract foreign inflow to foster the fortunes of city Sialkot. It is imperative to mention that all the anterior objectives with respect to city branding of Sialkot were entirely fulfilled; and practical suggestions are stated to reify the city branding of Sialkot under contemporary circumstances.

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