

Dr Godela Weiss-Sussex
List of research publications

Articles

‘Berlin Literature and its Use in the Marketing of the “New Berlin”’, in *Urban Mindscales of Europe*, edited by Godela Weiss-Sussex with Franco Bianchini (Amsterdam: Rodopi, 2006), pp. 237-258.

Building on the current European-wide debate on strategies for city marketing, and using Berlin as a case study, this article proposes two ways in which literature could successfully be used to project a city’s complex identity. The article argues that the marketing of Berlin as a tourist destination could be enhanced firstly by promoting the contemporary literary scene as part of Berlin’s cultural diversity; and secondly by using Berlin literature to convey the historically determined identity of the city. Opportunities for, and conditions attached to, the inclusion of literature in an integrated tourism concept are highlighted.