Publications – Dr Lisa O’Malley

REFFEREED JOURNAL PAPERS:


Lichrou, M., L. O’Malley and M. Patterson, (2010), Narratives of a tourism destination: Local particularities and their implications for place marketing and branding, Place Branding and Public Diplomacy, 6(2), 134-144.


**BOOK CHAPTERS:**


**EDITORSHIPS AND SPECIAL ISSUES:**


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