Explainings successes and failures of the policies of international visibility

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Internationalizing cities
Putting cities on the world map
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1. The importance of having a vision of the role and place of the city in globalization

2. The strategy must be realistic

3. The importance of building alliance with the relevant players

4. The importance of political leadership
Cities which are considered ‘rivals’ of Lyon

Source: OMPREL, 2010
The international strategy of Madrid

Source: Madrid Global, 2008