Explaining 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. Thestrategy must be realistic

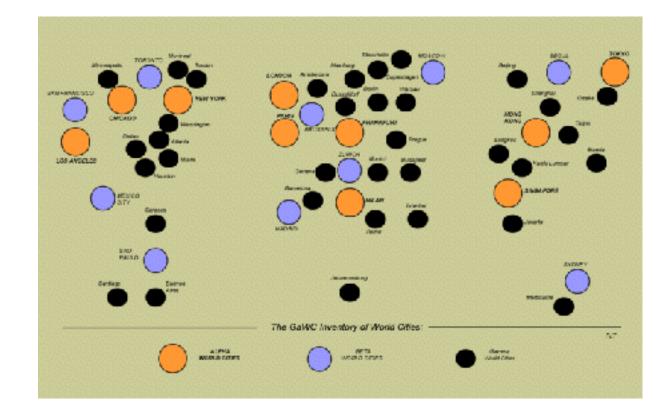
4. The importance of political leader ship

3. The importance of building alliance with the relevant players

Cities which are considered 'rivals' of Lyon



Source: OMPREL, 2010



The international strategy of Madrid



Source: Madrid Global, 2008