

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. 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