



Book Presentation

Cultural Mega-events: Opportunities and Risks for Heritage Cities

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[WebEx Meeting Link](#)

Cultural Mega-Events like the European Capital of Culture have become increasingly popular in recent years while cities have begun questioning the traditional model of other events such as the Olympic Games. The book examines these trends and their impact on cultural heritage through the three case studies of Genoa, Liverpool and Istanbul which aligned the event with their heritage strategies in differing ways and to varying degrees. The book highlights the potential benefits and challenges of integrating event and heritage planning to provide lessons to assist event organizers and heritage decision makers better prepare for Cultural Mega-Events in the future.

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