Competitive Identity This book discusses the significance of cultural symbols/"images" in the nation-building of Eurasian states that emerged out of the former Soviet Union. It particularly focuses on the cases of Uzbekistan and Kazakhstan in the post-Soviet era and argues that the relationship between nation- and image-building has been particularly relevant for Eurasian states. In an increasingly globalized world, nation-state building is no longer an activity confined to the domestic arena. The situating of the state within the global space and its "image" in the international community (nation branding) becomes in many ways as crucial as the projection of homogeneity within the state. The relationship between politics and cultural symbols/"images", therefore acquires and represents multiple possibilities. It is these possibilities that are the focus of Symbols and the Image of the State in Eurasia Die "Marke Österreich" - Nation Branding aus soziolinguistischer Sicht: Contemporary Issues in Marketing Canada, Nation Branding and Domestic Politics Nation Brand in Oman Controlling the Message Design by IKEA Histories of Public Diplomacy and Nation Branding in the Nordic and Baltic Countries Making a Difference Through Marketing Leveraging Legacies from Sports Mega-Events Handbook on Tourism Destination Branding Latin America?'>s Potential in Nation Branding: A Closer Look at Brazil?'>s, Chile?'>s and Colombia?'>s Practices

The All-Consuming Nation Recently vilified as the prime dynamic driving home the breach between poor and rich nations, here the branding process is rehabilitated as a potential saviour of the economically underprivileged. Brand New Justice, now in a revised paperback edition, systematically analyses the success stories of the Top Thirteen nations, demonstrating that their wealth is based on the 'last mile' of the commercial process: buying raw materials and manufacturing cheaply in third world countries, these countries realise their lucrative profits by adding value through finishing, packaging and marketing and then selling the branded product on to the end-user at a hugely inflated price. The use of sophisticated global media techniques alongside a range of creative marketing activities are the lynchpins of this process. Applying his observations on economic history and the development and impact of global marketing, Anholt presents a cogent plan for developing nations to benefit from globalization. So long the helpless victim of capitalist trading systems, he shows that they can cross the divide and graduate from supplier nation to producer nation. Branding native produce on a global scale, making a commercial virtue out of perceived authenticity and otherness and fully capitalising on the 'last mile' benefits are key to this graduation and fundamental to forging a new global economic balance. Anholt argues with a forceful logic,
but also backs his hypothesis with enticing glimpses of this process actually beginning to take place. Examining activities in India, Thailand, Russia and Africa among others, he shows the risks, challenges and pressures inherent in ‘turning the tide’, but above all he demonstrates the very real possibility of enlightened capitalism working as a force for good in global terms.

Latin America’s Potential in Nation Branding: A closer look at Brazil’s, Chile’s and Colombia’s practices Nation branding—a set of ideas rooted in Western marketing—gained popularity in the post-communist world by promising a quick fix for the identity malaise of "transitional" societies. Since 1989, almost every country in Central and Eastern Europe has engaged in nation branding initiatives of varying scope and sophistication. For the first time, this volume collects in one place studies that examine the practices and discourses of the nation branding undertaken in these countries. In addition to documenting various rebranding initiatives, these studies raise important questions about their political and cultural implications.

Branding the Nation Das Konzept „Nation Branding“ stellt nicht nur ein relativ junger Phänomen dar, sondern ist aktuell auch nur schwach in der sozial- und kulturwissenschaftlichen (inklusive der linguistischen) Forschungsliteratur repräsentiert. Die Bedeutung des Nation Branding wächst jedoch aufgrund der zunehmenden Globalisierung und der damit verbundenen Verschärfung des weltweiten Wettbewerbs zwischen den Staaten fortlaufend. Die vorliegende Arbeit setzt sich mit ausgewählten Aspekten des Nation Branding Österreichs aus soziolinguistischer Sicht bzw. mit bestimmten Submarken der „Marke Österreich“ auseinander. The concept of nation branding appears to be not only a relatively new phenomenon, but it is also poorly represented in the social and cultural science (including the linguistic) research literature. The importance of nation branding, however, grows constantly owing to the increasing globalization and tightening of competition between countries worldwide. This thesis deals with selected aspects of the nation branding of Austria from the sociolinguistic perspective / the perspective of certain sub-brands of the „brand Austria“.

Bridging Disciplinary Perspectives of Country Image Reputation, Brand, and Identity Media Transformations in the Post-Communist World: Eastern Europe’s Tortured Path to Change, edited by Peter Gross and Karol Jakubowicz, is a collection of analyses of Eastern European media by some of the most distinguished scholars in the field. This text assesses the progress (or lack thereof) made in transitioning and transforming the mass media in Eastern Europe since the fall of Communism. This collection reveals how democratic political change offers an opportunity, but not a guarantee, of successful corresponding change in the media system."

Handbook of Research on Future Policies and Strategies for Nation Branding Master's Thesis from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: -, De Montfort University Leicester, course: Master of Science in Marketing Management, language: English, abstract: ABSTRACT Title of the dissertation: Nation Brand in Oman: Studying Stakeholders' Views On "Branding Oman" Objectives: This thesis will be valuable in that it will identify the notion of nation branding and investigate the nation brand in Oman, studying current stakeholders' views on "Branding Oman"; more specifically, this thesis has three main goals as follows: 1) To determine the agreed relevance of "Branding Oman" for the different key stakeholders: i) Review and identify key stakeholders in "Branding Oman." ii) Review and evaluate the "Branding Oman" sectors. iii) Identify Branding Oman challenges. 2) To find out the key stakeholders' views towards the current sectors applicable to "Branding Oman." 3) To build a successful comprehensive framework for Brand Oman. Methodology/Sample: The qualitative research approach was adopted and qualitative interviews were conducted with the "Purposeful Sample," which served to narrow the researcher's search to a more relevant sample to represent different stakeholders. Research Findings: It has been observed through the researcher's findings that the idea of having four sectors (tourism, business and investment, IT as well as education) linked to "Branding Oman" is too much and unsustainable, and will eventually result in a loss of focus and possibly prove fatal to the project. Recommendations: the researcher has drawn up a framework to help the Omani government to support nation "Branding in Oman." Keywords: Nation Branding, Country Branding, Nation Brand Managements and Stakeholder, Nation Brand Identity and Nation Brand Image, Nation Branding in Oman.

Nation Branding in Europe This volume offers a panoramic and interdisciplinary view of the growing field of Sports Mega-Event studies. Contributions explore leveraging strategies and the legacies from previous
Gender Equality and Nation Branding in the Nordic Region This book explores how gender equality, a central part of the Nordic imaginary, is used in the political communication of Nordic states. The analyses presented move beyond conventional images and discourses of Nordic gender- and women-friendliness by critically investigating how and to what extent gender equality serves nation-branding in the Nordic region. Nation-branding is an unescapable part of globalisation, which is a market-oriented process dominated by the West and predicated on the creation of winners and losers. Hence, efforts to strengthen the national brand or reputation of specific Nordic countries with the aid of gender equality as a political and symbolic value inevitably help to reinforce already established global hierarchies where the Nordics play the role of moral superpower. This book comprises scholars from various fields of specialisation, and provides evidence and understanding for the growing interaction between gender-equality policies and nation-branding in all five Nordic countries. It does so by exploring a variety of policy fields and issues including women’s rights, foreign policy, rape and legislation, female quotas and business policies, in addition to the index industry. The rise of the global indexes has reproduced forceful images of the Nordic countries as frontrunners of gender equality, which indeed help the Nordic countries to further position themselves as ‘best at being good’. This book will be of great interest to students and scholars of Nordic gender equality in political science, sociology, law, criminology, political psychology and history, as well as those interested in nation branding, Nordic studies and exceptionalism. The Open Access version of this book, available at http://www.taylorfrancis.com/books/e/9781003017134, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license.

Branding Post-Communist Nations National governments around the world are turning to branding consultants, public relations advisers and strategic communications experts to help them "brand" their jurisdiction. Using the tools, techniques and expertise of commercial branding is believed to help nations articulate more coherent and cohesive identities, attract foreign capital, and maintain citizen loyalty. In short, the goal of nation branding is to make the nation matter in a world where borders and boundaries appear increasingly obsolete. But what actually happens to the nation when it is reconceived as a brand? How does nation branding change the terms of politics and culture in a globalized world? Through case studies in twelve countries and in-depth interviews with nation branding experts and their national clients, Melissa Aronczyk argues that the social, political and cultural discourses constitutive of the nation have been harnessed in new and problematic ways, with far-reaching consequences for both our concept of the nation and our ideals of national citizenship. Branding the Nation challenges the received wisdom about the power of brands to change the world, and offers a critical perspective on these new ways of conceiving value and identity in the globalized twenty-first century. This book is about how nation branding became a worldwide phenomenon and a professional transnational practice. It is also about how nation branding has become a solution to perceived contemporary problems affecting the space of the nation state: problems of economic development, democratic communication, and especially national visibility and legitimacy amidst the multiple global flows of late modernity. In this book, Melissa Aronczyk charts the political, cultural and economic rationales by which the nation has been made to matter in a twenty-first-century context of global integration.

Pink Globalization The guiding mission of Nation Brand is to illuminate the everyday interactions that shape how nations are perceived. Nation Brand is an interactive journal that incorporates feedback and content from readers. Nation Brand was inspired by Wharton Professor David Reibstein’s philosophy that nations, like products, have images or brands. The brand of a nation is a source of influence, even as it is itself subjected to many influences. Although this web of influence is necessarily complex, in one sense it is simple: Nations are branded by people and through people. Through editorial content and submissions from readers around the world, Nation Brand unpacks the myriad ways in which people brand nations through their communications. In a practical sense, Nation Brand is a communications guide. Useful information and tips are included to help readers become more effective in their interpersonal communications, intentional and unintentional. Nation Brand also seeks to help readers become more conscious of how various nations are currently being branded and how they have been branded in the past. Nation Brand will review strategies for nation branding, both historical and current. Although the subject of nation branding is serious and vital to the well-being of the people associated with a nation, this publication is written as a practical user’s guide. Articles and reviews are brief, to-the-point, and focused on immediate application. The importance of listening well and listening often will be a recurring theme in
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Nation Brand. In every section of every issue, editors Tracy Steen, Ph.D., and Tom Lincoln will invite input. Please email or text ideas and submissions to ideas@nationbrandjournal.com or (215) 205-5481. As communications in various forms shape our perceptions of the world, the brand of a nation is inexorably formed or altered. The process is active, multi-faceted, vibrant, and ultimately galvanizing. Nation Brand will cover it all.

Nation branding Sara Kristoffersson's compelling study provides the first sustained critical history of IKEA. Kristoffersson argues that the company's commercial success has been founded on a neat alignment of the brand with a particular image of Swedish national identity – one that is bound up with ideas of social democracy and egalitarianism - and its material expression in a pared-down, functional design aesthetic. Employing slogans such as “Design for everyone” and “Democratic design”, IKEA signals a rejection of the stuffy, the 'chintzy', and the traditional in both design practices and social structures. Drawing on original research in the IKEA company archive and interviews with IKEA personnel, Design by IKEA traces IKEA's symbolic connection to Sweden, through its design output and its promotional materials, to examine how the company both promoted and profited from the concept of Scandinavian Design.

Branding the Nation In the globalized world of today, a well-elaborated, long-term oriented nation branding strategy can help nations to improve and to better control of their nation image. Nation branding activities increase the countries' competitiveness in the global marketplace, and help to foster the tourism arrivals, inward foreign direct investment flows and exports, and further, they help to attract talented workforce and students. Despite its growing importance, most Latin American countries still have not engaged enough in the area of nation branding, and mostly only focus their activities on the tourism promotion. The region's countries have a good image regarding soft factors such as their people and tourism attractions but have a weak image regarding their products and investment opportunities. Brazil has a relatively good nation image in many dimensions but still has not developed an extensive nation branding strategy. Chile and Colombia are among the Latin American countries which have started to conduct more complete nation branding activities. Although, such advances can be observed, there is still a lot of improvement potential in the nation branding practices of Latin American countries.

Media Transformations in the Post-communist World The International Place Branding Yearbook 2012: Managing Smart Growth and Sustainability is the third annual volume in the Yearbook series and looks at the case for applying brand and marketing strategies to the economic, social, political and cultural development of cities, towns and regions around the world to help them compete in global, national and local markets. This edition focuses on sustainability, smart growth and place branding. It uses the definition of smart growth as the capability of, first, making appropriate judgments according to the relevant performance measures, which lie in the overlap of three factors: efficiency (doing things right), equity (doing the right things) and effectiveness (doing the right things right); and, second, to configure the variables appropriately i.e., to 'getting it all together' in a balanced-centric manner, a priority for future city branding. This volume provides various disciplinary perspectives for mapping ways to lead place branding toward the smart growth paradigm designed to build performance, guided by sustainable values, cultural identity and social inclusive strategies. This Yearbook also underlines the importance of cities not only as the source of around 80 per cent of carbon dioxide emissions, but importantly as ecologically-rejuvenated brands. The International Place Branding Yearbook 2012: • will improve understanding of place branding not only as multi-actor and multi-sector, but increasingly as a multi-layered process; • provides a city typology affording the potential development path for defining brand value propositioning; • interprets the critiques about production and consumption entangled in place brands, including accusations questioning their usefulness and viability.

How to Brand Nations, Cities and Destinations Usually, a country brand is not focused, resulting in unsuccessful place branding. It is possible to successfully raise your national identity to the level of an attractive brand. Building a country brand is an investment, with strong positive returns. This book will guide you along the path to building a successful brand.

Brand Singapore (Second Edition): Nation Branding After Lee Kuan Yew, in a Divisive World This book provides an explanation of nation branding theory and practice within the European context, exploring how countries build and manage their reputations globally. Each chapter focuses on a specific European country, selected from a cross-section of large, medium-sized and small countries to provide a breadth of cases from across the continent. The chapters are written from a wide range of academic and practitioner
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perspectives. Nation Branding in Europe is valuable supplementary reading for advanced undergraduate, postgraduate and doctoral students interested in nation branding and will appeal to students from marketing, communications, and international relations disciplines. Outside of academia, the book will be of interest to those working in the areas of public diplomacy and strategic communications, as well as public relations and branding practitioners involved in designing nation branding campaigns.

Places Ever since Simon Anholt coined the phrase 'Nation Branding, there has been more and more interest in the idea that countries, cities and regions can build their brand images. This authoritative book considers how commercial brand management can really be applied to places and shows how places can build and sustain their competitive identity.

International Place Branding Yearbook 2012 This book honours the contribution Professor Pascale Quester has made to academia and higher education, through her research, teaching, and leadership. It provides readers with a comprehensive, contemporary perspective on marketing practice with an emphasis on the role of marketing in making a difference. Organisations are interwoven with the society in which they operate and are thus commonly expected to shoulder some responsibility in advancing that society. While there has been significant academic and practitioner focus on corporate social responsibility (CSR), research is often limited to the organisational benefits and implementation of CSR initiatives, this book presents a broader perspective. It highlights a variety of players and approaches that are making a difference to their various stakeholder groups, specifically in the areas of sponsorship, consumer behaviour, education, health and innovation.

Globalization, Sport and Corporate Nationalism Histories of Public Diplomacy and Nation Branding in the Nordic and Baltic Countries provides an historical perspective on public diplomacy and nation branding in the Nordic-Baltic region during the twentieth and twenty-first centuries. It covers a range of attempts by these self-described peripheral states to represent the nation abroad.

The Case for Nation Branding to Consider Leader Brands at International Events Place branding is happening. A new field of practice and study is in existence and whatever we choose to call it there can no longer be any doubt that it is with us. This collection of intuitive and well-researched articles examines how places and regions see themselves, and how they reflect this in their branding.

South Africa 2010: Leveraging Nation Brand Benefits from the FIFA World Cup Nation Branding: Concepts, Issues, Practice is a comprehensive and exciting text that demonstrates why nations are embracing the principles of brand management. It clearly explains how the concepts and techniques of branding can be adapted to the context of nations- as opposed to the more usual context of products, services, or companies. Concepts grounded in the brand management literature such as brand identity, brand image, brand positioning, and brand equity, are transposed to the domain of nation branding and supported by country case insights that provide vivid illustrations of nation branding in practice. Nation branding is a means by which more and more nations are attempting to compete on the global stage. Current practice in nation branding is examined and future horizons traced. The book provides: * The first overview of its kind on nation branding * A blend of academic theory and real world practice in an accessible, readable fashion * A clear and detailed adaptation of existing brand theory to the emerging domain of nation branding * An original conceptual framework and models for nation branding * A rich range of international examples and over 20 contributions by leading experts from around the world Country case insights on nation branding strategies currently being utilized by nations such as Japan, Egypt, Brazil, Switzerland, Iceland, and Russia Clearly and coherently structured, the book is an essential introduction to nation branding for both students and policymakers and will be an essential text for those interested in this fast growing area.

Digital Brand Experience. Wie Marken an digitalen Touchpoints Erlebnisse schaffen, um Digital Natives zu begeistern After his Liberal Party's surprise victory in the 2015 federal Canadian election, Justin Trudeau declared that "Canada was back" on the world stage. This comprehensive volume highlights issues in the relationship between articulated visions of Canada as a global actor, nation branding and domestic politics, noting the dangers of the politicization of the branding of Canada. It also provides the political context for thinking about 'Brand Canada' in the Trudeau era. The authors explore the Trudeau government's embrace of political branding and how it plays out in key areas central to the brand, including: Canada's relations with Indigenous peoples; social media and digital diplomacy; and the
importance of the Arctic region for Canada’s brand, even though it is often ignored by politicians and policymakers. The book asks whether the Trudeau government has lived up to its claim that Canada is back, and highlights the challenges that emerge when governments provide optimistic visions for meaningful transformation, but then do not end up leading meaningful change. This book will be of great interest to students and scholars of political science, particularly those with a focus on Canada. It was originally published as a special issue of Canadian Foreign Policy Journal.

Nation Brand perception and attitude from Citizen and Non-citizen perspectives in Vietnam Master’s Thesis from the year 2016 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 16, ESCP Europe Business School - Campus Paris, course: Nation branding, language: English, abstract: This thesis aims to explore the perception and attitude on the Nation Brand of Vietnam from the perspectives of its people and outside residents (hereinafter referred to as Citizens and Non-citizens) based on the Anholt's Hexagon conceptual framework (a Nation Brand framework suggested by Simon Anholt). The study also examined the impact of the elements that make up Nation Brand on the attitude of its audiences. An online survey approach was used to collect the data with a sample of 436 Vietnamese Citizens and 100 non-citizens. Exploratory Factor Analysis (EFA) and Multiple Linear Regression then were employed to analyze the data with SPSS software. Findings of this empirical research indicate that Vietnam is perceived by its Citizens through only Tourism, Political efforts of the government (Governance), People and Export dimensions while all six dimensions of Anholt's Hexagon (People, Tourism, Governance, Investment, Culture, Export) existed in the perception of non-citizens. Implications also exist for policy makers and stakeholders about the importance of each elements of Nation brand on audiences’ attitude.

Nation Brand, the Journal of Nation Branding How can Brand Singapore renew itself once again, amidst a global pandemic? Reputation is precious, more than ever, in the face of deep global displacements exacerbated by Covid-19. Top talent and hot money typically gravitate only to the most attractive, respected nations. For a nation as small and as young as Singapore, its brand is its most valuable asset, as seen in its stunning ascent from Third World to First World in just 30 years since 1965, spearheaded by targeted country branding that builds on unique, longstanding brand attributes. This fully revised and updated edition of Brand Singapore analyses the challenges and opportunities of its latest repositioning for a post-Covid-19 world. The book also examines major events of the last four years since the Second Edition, including the “Passion Made Possible” country brand concept, the 2020 General Election, the reserved Presidency and the Singapore Bicentennial’s revised perspectives on 700 years of ancient history. “A must-read for all policy-makers and business leaders. The secret of Singapore’s success is precisely uncovered by Koh Buck Song.” – Yasu Ota, Nikkei Asian Review, Japan

Promoting Creative Tourism: Current Issues in Tourism Research This book explores and discusses the role of strategic communication in the nation branding process. Nation branding is fundamentally related to managing the perceptions of the audiences. Therefore, brand promises and messages carry the upmost importance in assessing the success of these campaigns. Three fundamental facets are introduced and explored in order to analyze how messages are crafted and disseminated. Firstly, the definition and components of nation branding are discussed. Subsequently, the concept of nation branding is evaluated, with particular focus on the communication tools, rhetorical mechanisms, and media platforms that can be used to reach target audiences. Finally, the role of strategic planning in nation branding is analyzed. The findings of this research will help scholars and practitioners to highlight the rhetorical aspects and strategic planning of future nation branding campaigns.

How the online presence of a tourist destination affects the country brand. The Case of Lithuania Although New Zealand exists as a small (pop. 4.3 million), peripheral nation in the global economy, it offers a unique site through which to examine the complex, but uneven, interplay between global forces and long-standing national traditions and cultural identities. This book examines the profound impact of globalization on the national sport of rugby and New Zealand's iconic team, the All Blacks. Since 1995, the national sport of rugby has undergone significant change, most notably due to the New Zealand Rugby Union's lucrative and ongoing corporate partnerships with Rupert Murdoch's News Corporation and global sportswear giant Adidas. The authors explore these significant developments and pressures alongside the resulting tensions and contradictions that have emerged as the All Blacks, and other aspects of national heritage and indigenous identity, have been steadily incorporated into a global promotional culture. Following recent research in cultural studies, they highlight the intensive, but
contested, commodification of the All Blacks to illuminate the ongoing transformation of rugby in New Zealand by corporate imperatives and the imaginations of marketers, most notably through the production of a complex discourse of corporate nationalism within Adidas's evolving local and global advertising campaigns.

Brand Singapore 3rd Edition: Nation Branding in a World Disrupted by Covid-19 Place branding has made it possible for international destinations to be able to compete within the global economy. Through the promotion of different cities, natural beauty, and local culture or heritage, many regions have been able to increase their revenue and international appeal by attracting tourists and investments. Global Place Branding Campaigns across Cities, Regions, and Nations provides international insights into marketing strategies and techniques being employed to promote global tourism, competitiveness, and exploration. Featuring case studies and emergent research on place branding, as well as issues and challenges faced by destinations around the world, this book is ideally suited for professionals, researchers, policy makers, practitioners, and students.

Brand New Justice In the globalized world of today, a well-elaborated, long-term oriented nation branding strategy can help nations to improve and to better control of their nation image. Nation branding activities increase the countries' competitiveness in the global marketplace, and help to foster the tourism arrivals, inward foreign direct investment flows and exports, and further, they help to attract talented workforce and students. Despite its growing importance, most Latin American countries still have not engaged enough in the area of nation branding, and mostly only focus their activities on the tourism promotion. The region's countries have a good image regarding soft factors such as their people and tourism attractions but have a weak image regarding their products and investment opportunities. Brazil has a relatively good nation image in many dimensions but still has not developed an extensive nation branding strategy. Chile and Colombia are among the Latin American countries which have started to conduct more complete nation branding activities. Although, such advances can be observed, there is still a lot of improvement potential in the nation branding practices of Latin American countries.

Global Place Branding Campaigns across Cities, Regions, and Nations What happens to the nation when it is reconceived as a brand? How does nation branding change the terms of politics and culture in a globalized world? Branding the Nation offers a unique critical perspective on the power of brands to affect how we think about space, value and identity.

Symbols and the Image of the State in Eurasia By taking corporate marketing concepts and applying it to countries, “nation branding” is a way for these regions to enhance their reputations and project a desired image for international recognition. New modes of publicity and marketing geared towards geographic location fall into this category, leading nation branding to have vast benefits for the economics and societies of countries. New marketing strategies have emerged and are being adopted to consequently brand countries with this purpose of economic growth. By studying these emerging strategies and methods, nations can best develop a desired brand and reputation to foster growth and prosperity. The Handbook of Research on Future Policies and Strategies for Nation Branding discusses how exactly nation branding works to benefit the function and mission of these nations along with showing how nation branding can be used as a strategic asset for the redesign of economic, political, and social characteristics of a country. The chapters outline the given situation of nations and the nature and implications of the brand that is required, measure branding inference, and propose future steps for nation branding. This book is a critical reference source for brand managers, tourism professionals, marketers, advertisers, government officials, travel agencies, academicians, researchers, and students working in the fields of international relations, economics, social sciences, business studies, marketing, and entrepreneurship.

Die "Marke Österreich" – Nation Branding aus soziolinguistischer Sicht This thesis explores the nature of leader brands at international events to make the case for nation branding to consider leader brand personalities. The research conducts empirical research to assess current leaders Jacinda Ardern, Justin Trudeau and Donald Trump's leader brand personalities at international events including the APEC Leaders Meeting in Vietnam in 2017, the Commonwealth Heads of Government Meeting in the UK in 2018, the G7 Summit in Canada in 2018 and the United Nations General Assembly in the US in 2018 as evidenced in their own communications as well as media reports. A total of 972 sources were analysed. Of these 627 were primary sources including the leaders' media statements, interviews, speeches, photos,
videos and social media posts. In addition, 345 media articles were reviewed as secondary sources. The leaders' brand personalities were analysed against political brand image dimensions of capability, openness, empathy, agreeableness and handsomeness. The findings suggest that the brand of individual leaders, who act as spokespersons for their countries, is an important component of nation branding. Brand personality can create unique and favourable associations. While leaders have finite terms, if their personal brand does not align with the nation brand that has been built over a long period of time, it can cause confusion in the minds of stakeholders. A leader's brand, just as much as a country's policies, provides cues as to how a country can be expected to behave during a given situation. Each country puts forward its own values to the world. This thesis suggests that research needs to consider the potential impact of a leaders' brand on the nation brand. Finally, the thesis offers suggestions for achieving better alignment between nation brands and leader brands based on findings from the three case studies of current leaders Jacinda Ardern, Justin Trudeau and Donald Trump and highlights additional areas for future research.

Contemporary Issues in Marketing As the landscape of marketing knowledge changes, contemporary buyers, be it individuals or organisations are now more informed, more demanding and crave value co-creation with marketers. This, coupled with technological and socio-cultural changes, provides robust evidence that the old perspectives, assumptions, and practices of marketing are no longer satisfactory. Contemporary Issues in Marketing is a comprehensive, up-to-date, and cutting edge resource that presents a coherent understanding of topical issues in marketing. Bringing together theory and practitioners' perspectives, it firmly addresses the prevailing challenges in the marketing world. Using vignettes on topics such as technology, ethics and practitioner viewpoints, this book explores the paradigm shift in marketing and developments in thoughts throughout the discipline.

Canada, Nation Branding and Domestic Politics Country image and related constructs, such as country reputation, brand, and identity, have been subjects of debate in fields such as marketing, psychology, sociology, communication, and political science. This volume provides an overview of current scholarship, places related research interests across disciplines in a common context, and illustrates connections among the constructs. Discussing how different scholarly perspectives can be applied to answer a broad range of related research questions, this volume aims to contribute to the emergence of a more theoretical, open, and interdisciplinary study of country image, reputation, brand, and identity.


Controlling the Message Master’s Thesis from the year 2016 in the subject Tourism, grade: 1.3, Stralsund University of Applied Sciences (Faculty of Business Studies), course: Tourism Development Strategies, language: English, abstract: This thesis is aimed to test a hypothesis of the country brand’s reliance on the online presence. The created evaluation model used in the primary research of this paper determines whether there is enough evidence in the data gathered to indicate that the online presence of a tourist destination corresponds to its country brand’s rank. The research is focused on the online presence of Lithuania as a weak ranking country brand. The online presence results of Lithuania as a tourist destination are compared to the examples of two stronger country brands. The conclusions derived from the comparison of the results determine the success of the online presence of Lithuania, establish whether the hypothesis of the thesis is true or not, while noting the limitations and possible errors of the research, and provide the suggestions for the country brand and online presence improvements.

Design by IKEA This case study is part of the Contemporary Cases Online series. The series provides critical case studies that are original, flexible, challenging, controversial and research-informed, driven by
Historical Diplomacy and Nation Branding in the Nordic and Baltic Countries

In Pink Globalization, Christine R. Yano examines the creation and rise of Hello Kitty as a part of Japanese Cute-Cool culture. Yano argues that the international popularity of Hello Kitty is one aspect of what she calls pink globalization—the spread of goods and images labeled cute (kawaii) from Japan to other parts of the industrial world. The concept of pink globalization connects the expansion of Japanese companies to overseas markets, the enhanced distribution of Japanese products, and the rise of Japan's national cool as suggested by the spread of manga and anime. Yano analyzes the changing complex of relations and identities surrounding the global reach of Hello Kitty's cute culture, discussing the responses of both ardent fans and virulent detractors. Through interviews, Yano shows how consumers use this iconic cat to negotiate gender, nostalgia, and national identity. She demonstrates that pink globalization allows the foreign to become familiar as it brings together the intimacy of cute and the distance of cool. Hello Kitty and her entourage of marketers and consumers wink, giddily suggesting innocence, sexuality, irony, sophistication, and even sheer happiness. Yano reveals the edgy power in this wink and the ways it can overturn, or at least challenge, power structures.

Making a Difference Through Marketing

The papers presented in this work cover themes such as sustainable tourism; ICT and tourism; marine tourism; tourism and education; tourism, economics, and finance; tourism marketing; recreation and sport tourism; halal & sharia tourism; culture and indigenous tourism; destination management; tourism gastronomy; political, social, and humanities in tourism; heritage tourism; medical & health tourism; film induced tourism; community based tourism; tourism planning and policy; meeting, incentive, convention, and exhibition; supply chain management; hospitality management; restaurant management and operation; safety and crisis management; corporate social responsibility (CSR); tourism geography; disruptive innovation in tourism; infrastructure and transportation in tourism development; urban and rural tourism planning and development; community resilience and social capital in tourism. The 4th ISOT 2020 aimed at (1) bringing together scientists, researchers, practitioners, professionals, and students in a scientific forum and (2) having discussions on theoretical and practical knowledge about current issues in tourism. The keynote speakers contributing to this conference are those with expertise in tourism, either in an academic or industrial context.

Leveraging Legacies from Sports Mega-Events

In his 1958 "kitchen debate" with Nikita Khrushchev, Richard Nixon argued that the freedom to consume defined the American way of life. High wages, full employment, new technologies, and a rapid growth in population known as the "Baby Boom" ushered in a golden age of economic growth. By the end of the twentieth century, consumerism triumphed over communism, socialism, and all other isms seeking to win hearts and minds around the world. Advertising, popular culture, and mass media persuaded Americans that shopping was both spiritually fulfilling and a patriotic virtue. Mark Lytle argues that Nixon's view of consumer democracy contained fatal flaws -- if unregulated, it would wholly ignore the creative destruction that, in destroying jobs, erodes the capacity to consume. The All-Consuming Nation also examines how planners failed to take into account the environmental costs, as early warning signs--whether smog over Los Angeles, the overuse of toxic chemicals such as DDT, or the Cuyahoga River in flames--provided evidence that all was not well. Environmentalists from Aldo Leopold, Rachel Carson and Paul Ehrlich to Ralph Nader and Al Gore cautioned that modern consumerism imposed unsustainable costs on the natural world. Not for lack of warning, climate change became the defining issue of the twenty-first century. The All-Consuming Nation investigates the environmental and sociocultural costs of the consumer capitalism framework set in place in the 20th century, shedding light on the consequences of a national identity forged through mass consumption.

Handbook on Tourism Destination Branding

Without nation branding, there would be no Singapore. Reputation is precious. Top talent and hot money gravitate only to the most attractive, respected nations. For a country as small and as young as Singapore, its brand is its most valuable asset. Singapore's stunning ascent from Third World to First World in a matter of 30 years was spearheaded by a concerted, closely-coordinated programme of nation branding. Brand Singapore helped to attract the investments, business, trade, tourism and talented human resources that are the lifeblood of a successful nation. Today, the city-state is known internationally as a dynamic, safe, corruption-free place to do business, a Garden City, and increasingly, a vibrant city of culture and the arts. In global surveys of quality of life, Singapore regularly tops the charts. How did Singapore create this country brand, cultivate and guard it,
sell it to its “shareholders”, and make it known to the world? Drawing on two decades in the nation branding game, Koh Buck Song offers an illuminating inside look at – and candid critique of – a country brand that is as rich in resource as it is potent with promise. Since the first publication of this book in 2011, Singapore has celebrated its golden jubilee of independence, undergone a watershed general election and the death of founding father Lee Kuan Yew, and seen its nation brand rise and fall amid the disruptions of an increasingly divisive world (Brexit, Trump, China, etc). This timely second edition explores the implications of all these factors on Singapore’s future.

Latin America’s Potential in Nation Branding: A Closer Look at Brazil’s, Chile’s and Colombia’s Practices

Tourism has become one of the world’s fastest growing economic sectors in recent years. Governments around the world are increasingly recognising the power of tourism to boost their nation’s development and prosperity. As more tourism destinations emerge and competition for visitors becomes more intense, a destination’s ability to project itself on the world stage and differentiate itself from others is ever more important. Recognizing the value of successfully building and managing a destination’s brand, the European Travel Commission (ETC) and World Tourism Organization (UNWTO) have commissioned this Handbook to provide a useful and practical guide for both marketing novices and experienced destination managers. Introduced by an essay by Simon Anholt on the importance of building a national brand image, the Handbook on Tourism Destination Branding provides a step-by-step guide to the branding process accompanied by strategies for brand management. Case studies are featured throughout the Handbook to illustrate the various concepts, present best practices from destinations around the world and provide fresh insight into destination branding. The Handbook concludes with a section on evaluating brand impact and a set of practical recommendations.