

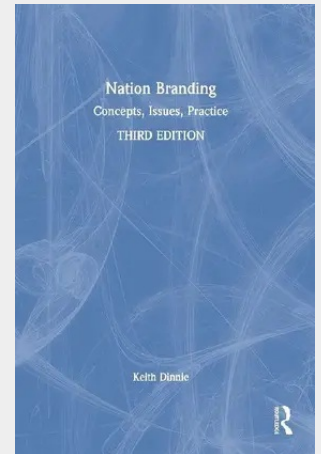
Dinnie

Nation Branding

Concepts, Issues, Practice

Nation Branding: Concepts, Issues, Practice provides a theoretical framework, alongside insightful examples from the practice of nation branding, in which the principles of brand strategy and management are applied to countries globally. This new edition has been comprehensively updated and its influential original framework modified to reflect the very latest changes in the field. It remains an accessible blend of theory and practice rich with international examples and contributions. Updates to this edition: - New Academic Perspectives and Practitioner Insights in each chapter - Updated and new cases from a broad range of nations and cultures - Fresh coverage of online branding and social media - New material covering the critical and ethical issues of nation branding, including the limitations - Updated references and sources - Updated online resources, including PowerPoint slides and Instructor Manual with end-of-chapter discussion points and suggested answers This is an essential introduction to nation branding for students of Marketing, Brand Management, Communications, and Public and International Relations, as well as policy makers looking for a rigorous yet applied approach.

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