



# **NATION** **BRANDING**

**CONCEPTS, ISSUES, PRACTICE**

Keith Dinnie

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# ■ ■ Preface ■ ■

This book has been written to make a contribution to the small but rapidly growing literature on nation branding. It is designed to show not only the ways in which conventional brand management techniques can be applied to nations but also to provide some background depth on the context and nature of nation branding. Therefore, the scope of the book encompasses wider issues related to national identity, sustainable development and political awareness, in addition to the more familiar branding themes of brand identity, brand image, brand positioning, brand equity and so on. This approach is intended to ensure that the theory and practice of nation branding is covered in a rich, multi-dimensional manner.

The book is written for a number of audiences, each of whom will come to the field of nation branding with their own specific interests and agenda:

- MBA, Masters and upper level undergraduate students studying marketing, branding, international business, public diplomacy and tourism
- Government and policy-makers worldwide, particularly in economic development agencies, export promotion agencies and tourism organizations
- Individuals with an interest in how their country is perceived and the ways in which their country is (or is not) attempting to enhance its reputation

A key feature of the book is the provision of multiple perspectives on nation branding through the inclusion of over 20 contributions from a wide range of academics and practitioners. These contributions illuminate vividly the theories, concepts and frameworks that form the basis of the book. Country case insights are offered on the nation-branding activities and challenges of countries as diverse as France, Japan, South Africa, Egypt, Brazil and many more. It is a key contention of this book that the principles of nation branding can be applied successfully by any nation whether small or large, rich or poor, developed or emerging. The country case insights are designed to demonstrate this point.

Many people have contributed in different ways to this book. I hope that you will find it stimulating and thought-provoking to read. It is designed to act as a starting point for discussion and action, rather than as a final statement on the topic of nation branding.

Enjoy the book!

Keith Dinnie  
Edinburgh  
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# ■ ■ ■ Acknowledgements ■ ■ ■

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I express many thanks to all the individuals and organizations who contributed to this book in the form of country case insights, academic perspectives and practitioner insights. Your contributions have immeasurably enriched this book.

Many thanks also to colleagues and students at Edinburgh University, Glasgow Caledonian University, and Strathclyde University for numerous interesting discussions and insights into the theory and practice of nation branding.

Finally, my thanks go to my parents and my wife for their unending support during the writing of this book.

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Dr Keith Dinnie teaches at Temple University Japan (TUJ), Tokyo. He has delivered Masters and Honours level courses in various aspects of marketing and branding at the University of Edinburgh. He has also taught on the world class Strathclyde MBA programme, delivering seminars on marketing management and brand management & strategy in the UK as well as in international centres such as Athens, Hong Kong and Shanghai. He has lectured on a visiting basis at the University of Hanover and the University of Koblenz, Germany, as well as conducting research and consultancy in several countries worldwide.

He has published in various journals including the *Journal of Customer Behaviour*, *The Marketing Review*, *Journal of Brand Management*, *Journal of General Management* and *Corporate Communications: An International Review*. As Book Review Editor for the *Journal of Brand Management*, he has reviewed over 25 books on branding over the past 6 years. He was invited to act as Guest Editor for the *Journal of Brand Management* special editions on Global Branding (2005) and Nordic Brands (2008). His research and consultancy work includes projects conducted on behalf of market-leading consultancies Landor Associates and Burson-Marsteller, as well as innovative research conducted into the emerging field of nation branding amongst senior decision-makers and brand consultants on a worldwide basis. He is the founder of Brand Horizons consultancy.

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Simon Anholt is the leading authority on managing and measuring national identity and reputation. He is a member of the British Government's Public Diplomacy Board and has advised the governments of the Netherlands, Jamaica, Tanzania, Iceland, Latvia, Sweden, Botswana, Germany, South Korea, Romania, Scotland, Croatia, Mongolia, the Baltic Sea Region, Bhutan, Ecuador, New Zealand, Switzerland and Slovenia, as well as organizations including the United Nations, the World Economic Forum and the World Bank. He is Founding Editor of the quarterly journal, *Place Branding* and *Public Diplomacy*. His books include

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### **Philippe Favre**

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Mr Favre was the French Trade Commissioner in Hong Kong, and later in Taipei, Taiwan. Between these postings, he was a personal adviser for international affairs at the finance and trade ministries in Paris. Mr Favre was a counselor at the French Embassy in Washington, D.C., from 1990 to 1993. Earlier in his career, he worked at the Ministry of Finance in Paris in charge of economic relations with the former USSR and Eastern Europe. Mr Favre has degrees from the Institut d'Etudes Politiques de Paris and Paris University. He is also a graduate of L'Ecole Nationale d'Administration (ENA). In April 2007, he was appointed 'Chevalier' of the Legion of Honour.

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### **Anthony E. Gortzis**

Anthony E. Gortzis was born in Athens, where he studied Economics and Law in the University of Athens. He completed his postgraduate studies in England, concentrating in Business Administration (M.B.A.), Marketing and Econometrics. He also attended a crash course M.B.A. in

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### **Interbrand**

Interbrand are a leading international branding consultancy. Interbrand's brand professionals serve clients globally with over 30 offices in over 20 countries. Working in partnership with its clients, Interbrand combine rigorous strategy and analysis with world-class design and creativity. Interbrand's services include brand analytics, brand valuation, strategy, naming and verbal identity, corporate identity, packaging design, retail design, integrated brand communications and digital branding tools.

### **Daniel M. Jackson**

Daniel M. Jackson has worked in film and music theatre production, media planning, advertising and commercial radio. He is the author of the groundbreaking book, *Sonic Branding* (Palgrave Macmillan, 2004).

### **Yvonne Johnston**

Yvonne Johnston is the Chief Executive Officer of the International Marketing Council of South Africa (IMC), an organization that aims to create a positive, united image for South Africa to give the country a strategic advantage in an increasingly competitive marketplace. This, it does through the promotion of Brand South Africa. Its mission – to articulate a brand for South Africa, which positions the country in order to attract tourism, trade and investment, as well as realize international relations objectives; to establish an integrated approach within government and the private sector towards the international marketing of South Africa and to build national support for Brand South Africa. Pivotal to the success of the work of the IMC is the realization of its mission as

this will help the country deal with its socio-economic issues. The IMC has been in existence since 2000, and in her 4 years at the helm of the organization, Yvonne is credited with raising the profile of Brand South Africa to the point where it was voted amongst the Top 5 Hot Brands for 2004 by Intelligence Total Business (formerly Business 2.0), an authoritative publication that offers information on next generation business trends, processes and insights. Another highlight was being selected as one of five finalists for the 2005 Business Woman of the Year. She is widely respected as a leading communications strategist and has played a major role in the training and teaching of strategic media skills in the industry and is a much sought-after public speaker locally and abroad on Brands, as well as the current mood of our nation. Previously, she has worked in the Advertising and Marketing industry in a career spanning over 20 years as a Media Director of leading ad agencies. For 5 years, she was Group Media Director of Ogilvy and Mather. This was followed by a stint in marketing, including running her own marketing consultancy, refreshing marketing, specializing in experiential marketing and marketing to women. She currently sits on the boards of SA Tourism, The African Hall of Fame and The Valued Citizens.

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