

Nation Branding: Concepts, Issues, Practice

By Keith Dinnie

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Nation Branding: Concepts, Issues, Practice was the ground-breaking first textbook to provide an overview of this recently established but fast-growing practice, in which the principles of brand management are applied to countries rather than companies. Many governments have invested in nation branding in order to strengthen their country's influence, improve its reputation, or boost tourism, trade and investment.

This new edition has been comprehensively revised and its influential original framework modified to reflect the very latest changes to this still-developing field. It remains an accessible blend of theory and practice rich with international examples and contributions.

Updates to this edition:

- New international cases of countries as diverse as China, United Arab Emirates, Ghana, Cuba, India, Great Britain and many more;
- New contributions from distinguished scholars, diplomats and businesspeople providing a range of case studies, practitioner insights and academic perspectives;
- New Companion Website to support the book featuring instructor aids such as PowerPoint presentations for each chapter and an instructor manual;

This much-anticipated update to an influential book is an essential introduction to nation branding for students and policy makers.

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Editorial Review

Review

‘I strongly recommend this book as essential reading for academic researchers, students and practitioners in the broad fields of place branding and marketing. It is written in a readable style based on state-of-the-art theory frameworks by one of the foremost experts in nation branding. The book is packed with contributions, insights, practical examples and up-to-date case studies from around the world.’ - *Professor Charles Dennis, Professor of Marketing and Retailing at the University of Middlesex and Director of the International Colloquium on Place Brand Management, UK*

‘In the Second Edition of Nation Branding, Keith Dinnie has advanced the conversation on branding countries in a number of interesting ways. By engaging the perspectives and experience of an eclectic group of international academisc and practitioners he provides one of the most insightful treatises on the subject to date. This new edition will enable readers to explore new theories, concepts and frameworks to shape nation branding.’ - *Bill Baker, author of Destination Branding for Small Cities*

‘This book provides a modern overview on nation branding; its roots, challenges and links to public diplomacy, and soft power concepts. It is a must read for both academics and practitioners dealing with country promotion, whether that be in tourism, export or FDI.’ - *Dr Roger Zbinden, Swiss Business Hub Japan, Tokyo*

‘Nation brands, branding and rebranding defined, explored and explained. This book has a solid grounding in relevant theoretical perspectives, is illustrated with well-chosen real-world examples, and benefits from expert contributions. A ‘must read’ for students, academics and place branding practitioners.’ - *Dr Heather Skinner, Corfu Symposium on Managing & Marketing Places, Corfu*

‘My practical guide for the last few years. This new edition with revised examples from today‘s leading experts gives me an added boost in my work. It is an essential read for everyone in the field.’ - *Inga Hlin Palsdottir, Director, Tourism & Creative Industries at Promote Iceland, Iceland*

About the Author

Keith Dinnie, PhD, is a faculty member at Middlesex University, UK, and the founder of Brand Horizons (www.brandhorizons.com). Considered one of the world’s leading experts on nation branding, he has published in several international journals, including: *International Marketing Review* and *Journal of Brand Management*. He has also delivered keynote speeches, workshops, seminars and conference presentations across the world.

Users Review

From reader reviews:

Keith Taylor:

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Patrica Fussell:

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