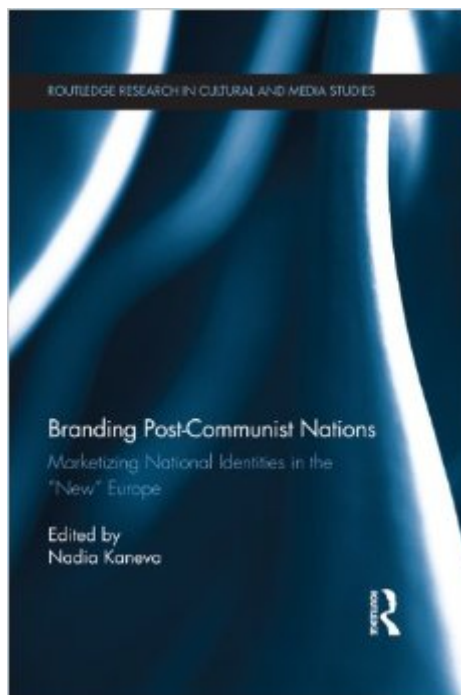


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Branding Post-Communist Nations: Marketizing National Identities In The "New" Europe (Routledge Research In Cultural And Media Studies)



Synopsis

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.

Book Information

File Size: 1195 KB

Print Length: 267 pages

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge; 1 edition (August 26, 2011)

Publication Date: August 26, 2011

Sold by:Â Digital Services LLC

Language: English

ASIN: B0073UW27E

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,103,429 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #186

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