



Creating a competitive advantage for small nations through branding

By Tom Warden

GRIN Verlag GmbH Mai 2014, 2014. Taschenbuch. Book Condition: Neu. 211x134x12 mm. Neuware - Master's Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Auckland, language: English, abstract: This study addresses the research question; to what extent can nation branding create a competitive advantage for small nations The concept of nation branding had its origins in the post-Cold War realities of a global neo-liberal economy, occurring as a spin-off from commercial brand management practices. For a small nation, the pressures of risk entailed in foreign exchange and trade transactions, cultural and political vulnerabilities are beyond the capacity of many to control, therefore nation branding which is promoted as giving a competitive advantage to nations, is an attractive consideration. This study examines and discusses the practice and study of nation branding and the possibility of imposing strategic management framework upon what had been largely a marketing-communications led concept. From the literature the characteristics of ineffective nation branding and the ethical considerations entailed in addressing a nation as a product are reviewed. Implications for the stakeholders the citizens and residents of a nation, and policymakers seeking a competitive...



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