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COUNTRY BRAND IDENTITY



Fabless Conden Merketi
Janains de Mouse Engracia Gradii

Country Brand Identity

Communication of the "Brazil Brand" in the United



LAP Lambert Academic Publishing. Paperback. Condition: New. 160 pages. Dimensions: 8.7in. x 5.9in. x 0.4in.The country brand is the image and perception of the brand associations of a nation as seen by foreigners. This book was developed in order to analyse the Brazil Brand Identity based on the convergence of communication strategies for the tourism sector with those effectively used by travel agencies andor tour operators in the United States of America. This study was qualitative and exploratory, based on...

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