



# How to Brand Nations, Cities and Destinations: A Planning Book for Place Branding

*T. Moilanen, S. Rainisto*

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Usually, a country brand is not focused, resulting in unsuccessful place branding. It is possible to successfully raise your national identity to the level of an attractive brand. Building a country brand is an investment, with strong positive returns. This book will guide you along the path to building a successful brand.

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