Trading Identities: Why Countries and Companies Are Taking on Each Others' Roles.

Resources Type:

• <u>Books</u> [2]

Publisher:

Foreign Policy Centre

Journal or Book Title:

Page Numbers:

Sponsoring Organization:

Specific Office:

Delivered By:

Location of Address/Interview:

Author:

Wally Olins

Resource Topic:

• Nation Branding [3]

Volume #:

Tags:

• branding [4]

Issue #: