

Branding Pakistan



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ABSTRACT:

The concept of nation or Destination Branding have recently emerged concepts in marketing. Due to globalization and changing in trends, they have gain importance as countries are also competing with each other for the sake of better image and reputation worldwide. Recent technology has made it easier for nations to market themselves as a distinctive nation to attract tourism, inward foreigninvestment, and to encourage exporting

This research further describes the concepts of branding and later on nation and place branding. An effort has been made to provide insights to the awareness about Pakistani brand and level of commitment for branding it. In fourth chapter of the study, findings are provided in relation to literature review. This research ends with the Final conclusion, recommendations and future reflections of the concept.

KEYWORDS: Branding, Nation branding, Brand Pakistan, Pakistan as a Culture, Pakistan as a place, Pakistan as a People, Anholt Hexagon, Celebrities.

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