

"Branding Pakistan from Pakistani student's perspective."



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**BRANDING PAKISTAN FROM PAKISTANI
STUDENTS PERSPECTIVE**

Pakistan as a Nation and Destination Brand

BY

Hasnat Sher

Dedication

I would like to dedicate this thesis to my parents, siblings and friends for their prayers, countless love and support. Also to my supervisor Mr Kashir Asghar who helped me and guided me from the very first day I started working on this research.

Abstract

The concepts of Nation and Place branding are not old and they have recently emerged in marketing literature. They gain ordinary importance because the nations and places are constantly competing with each other for the different positioning, image and identities. Due to the technology the world has become global village which also affected the market of countries and compelled countries to start using methods through which they can gain the attention of the world.

This research first offers the description of branding and later relate branding with nation branding to give insight into the concept of nation branding. After that Nation branding is discussed extensively which further evolves into place or destination branding. A small effort has been made through this research to study the role of Pakistani students in branding their country Pakistan. At the end findings are provided which are proved by relating with the literature review. This thesis ends with the conclusion, recommendation and reflection at the end which give core idea about the whole research.

Keywords: Brand, Branding, Nation Branding, Place Branding, Destination Branding, Country brands, Brand Pakistan, Pakistan as a nation, Pakistan as a place, Anholt Hexagon, Pakistani Students.

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