



National Image and Competitive Advantage: The Theory and Practice of Country-Of-Origin Effect

Eugene D. Jaffe, Israel D. Nebenzahl

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This book features in-depth analyses of interactions between brand, country and product images; real-life examples of country branding; and guidelines for managerial action, making it an invaluable resource for students of International Marketing, International Business and Consumer Behavior as well as for international marketing managers, industry leaders and government officials.

Subjects covered include: Consumers' perception of countries as sources for brands and products; how to utilize country image by the firm; how to manage national promotion campaigns of country image; country of origin labeling requirements; the use of the made-in label as a trade barrier; and the future role of brand and country images in the age of eCommerce.

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