

NATION BRANDING

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BANGLADESH
PERSPECTIVE

WHAT IS IT

Nation branding aims to measure, build and manage the reputation of countries (closely related to place branding). Some approaches applies, such as an increasing importance on the symbolic value of products, have led countries to emphasise their distinctive characteristics. The branding and image of a nation-state “and the successful transference of this image to its exports is just as important as what they actually produce and sell.”



HOW IS IT DONE



MEASURE
the current status



BUILD
a new reputation



MANAGE
the reputation