

COUNTRY BRANDING

WHY DO WE KNOW COUNTRIES?

by VASILY DUBEYKOVSKIY.

14th March 2017, WCF Geneva Week



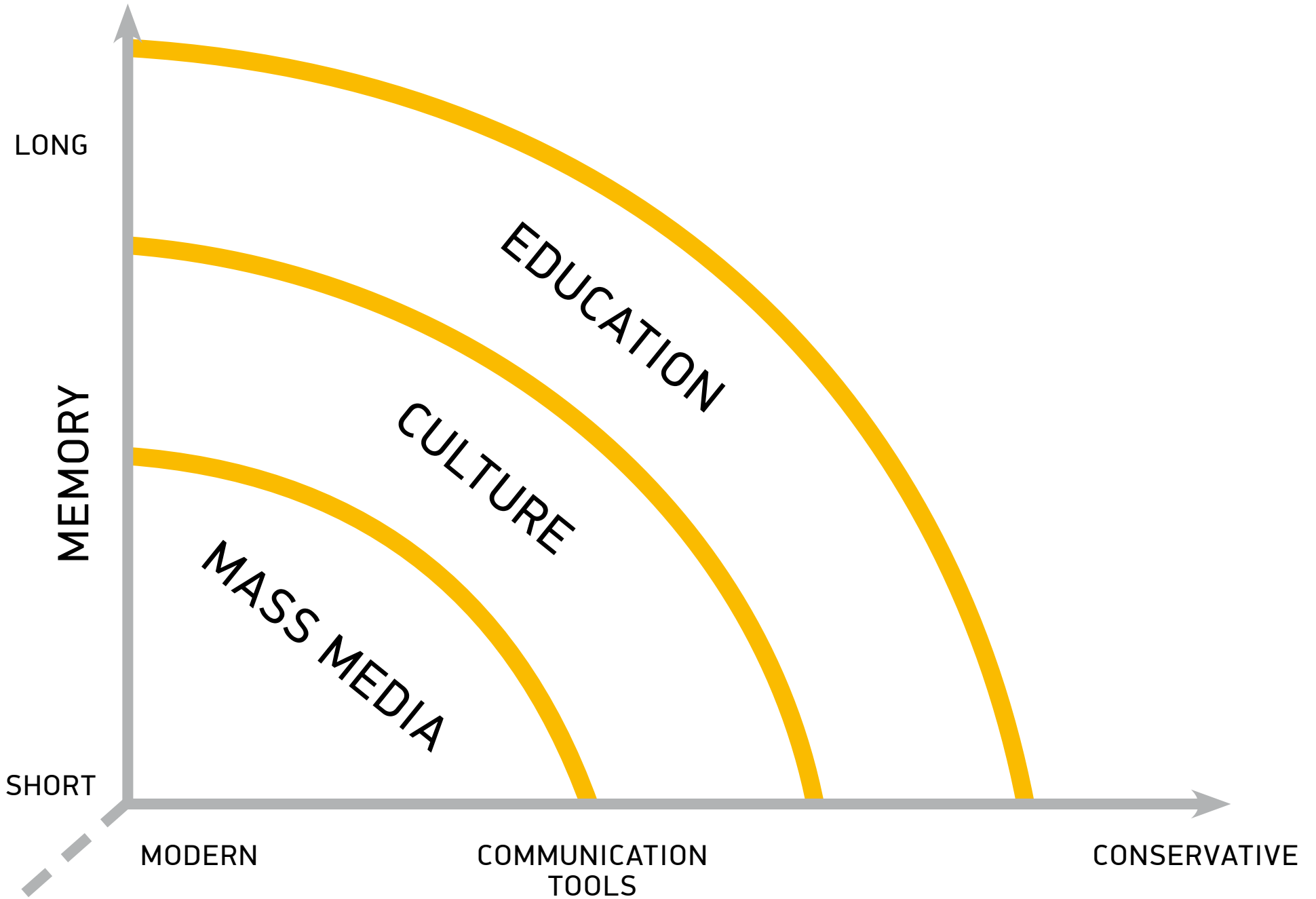
COUNTRY LOGOS



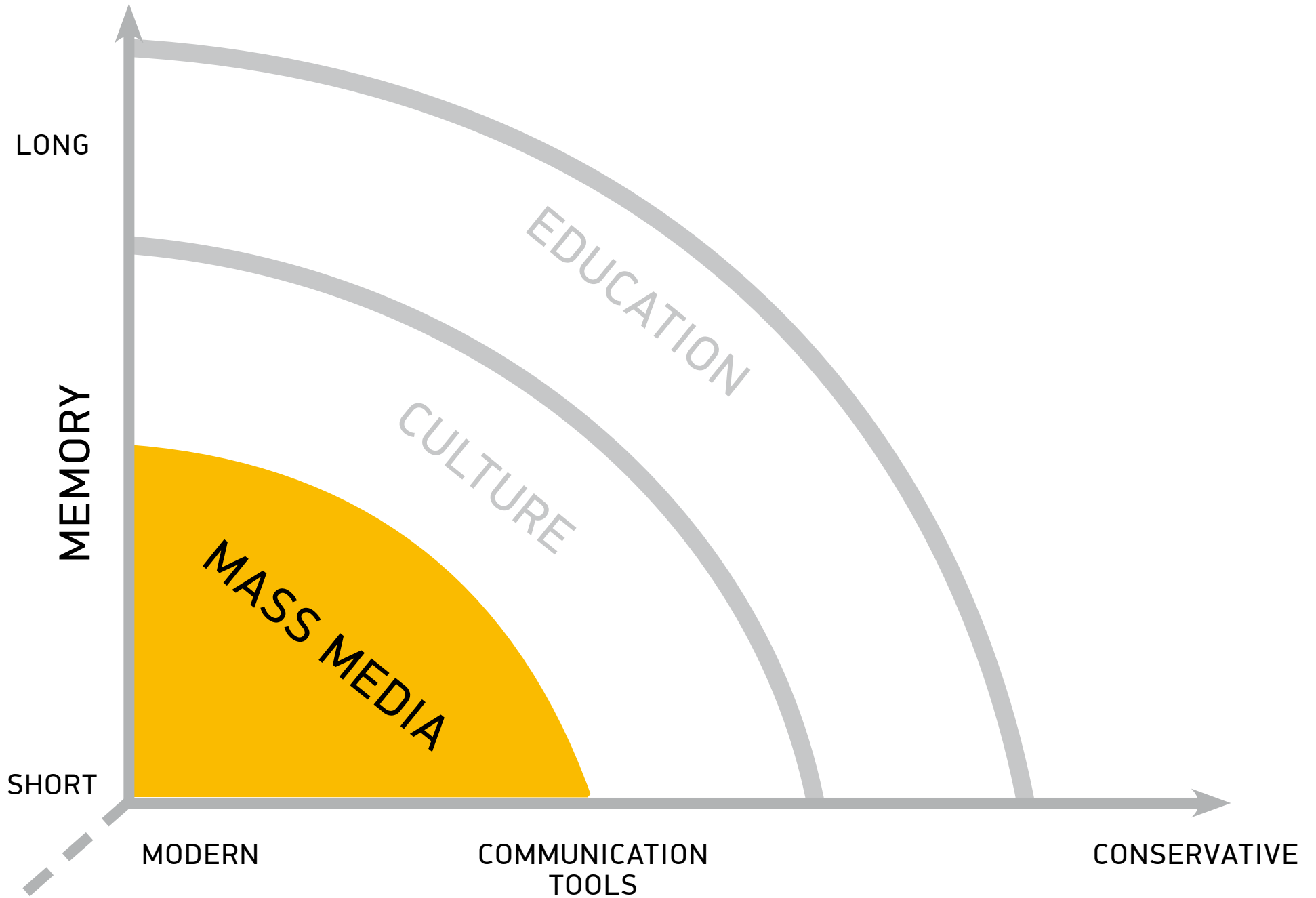
WHAT EACH COUNTRY LEADS THE WORLD IN



COUNTRY AWARENESS MODEL

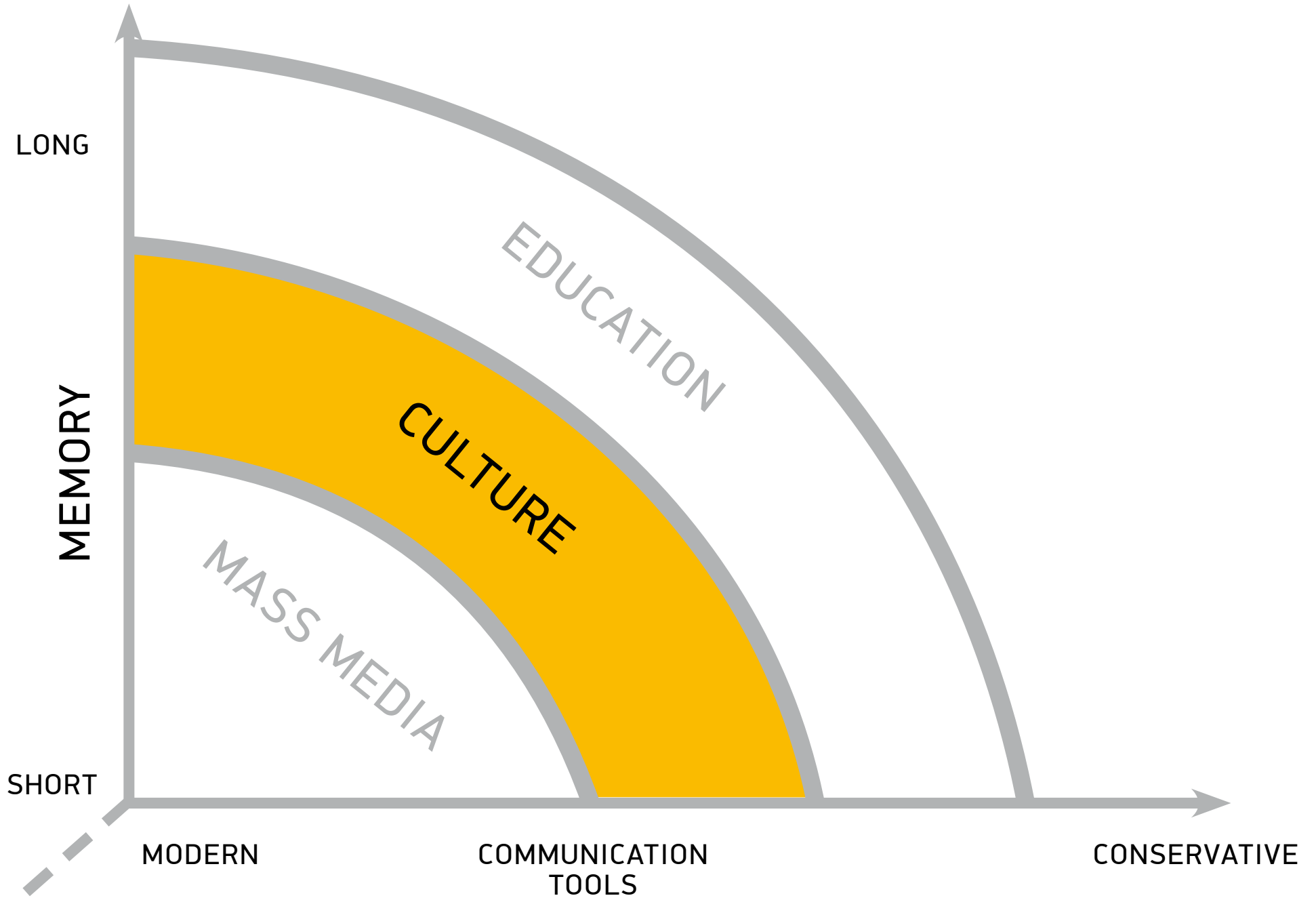


COUNTRY AWARENESS MODEL

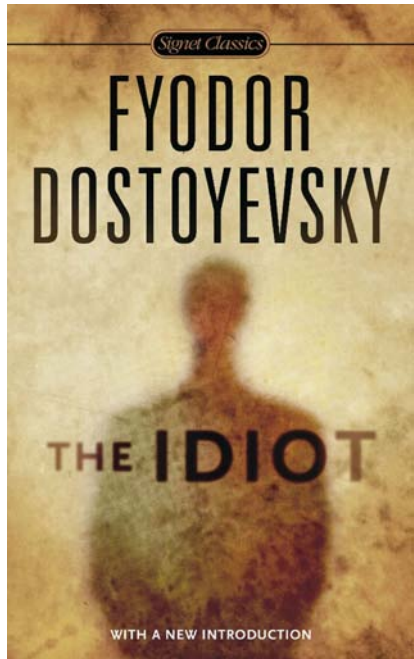




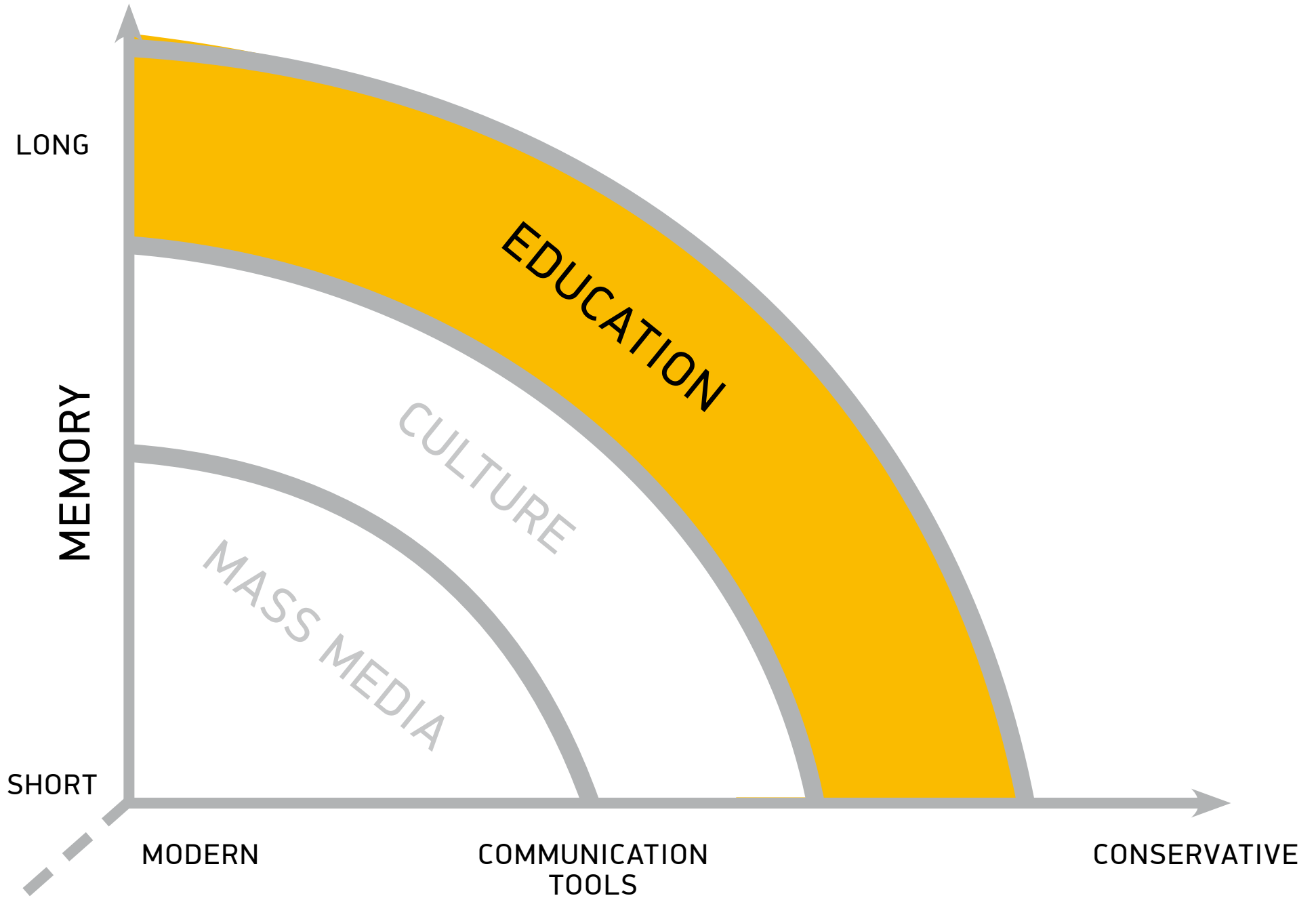
COUNTRY AWARENESS MODEL

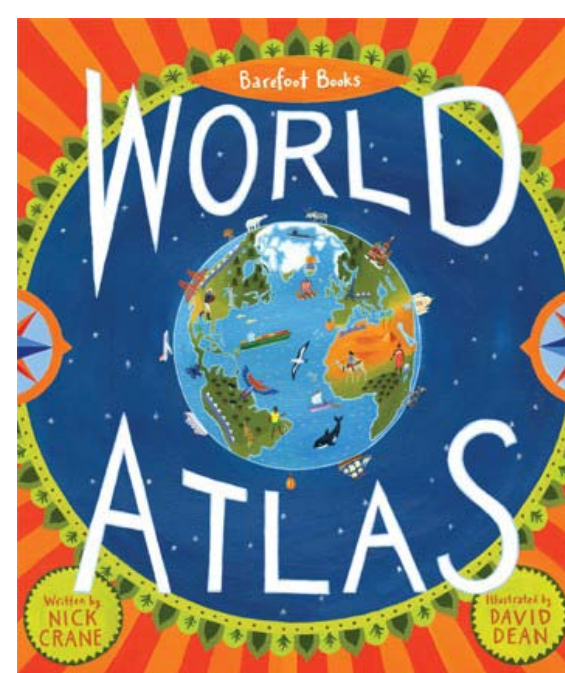
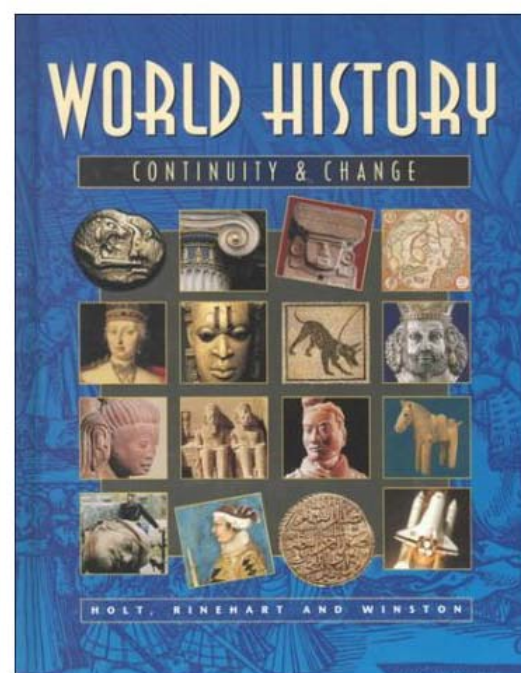
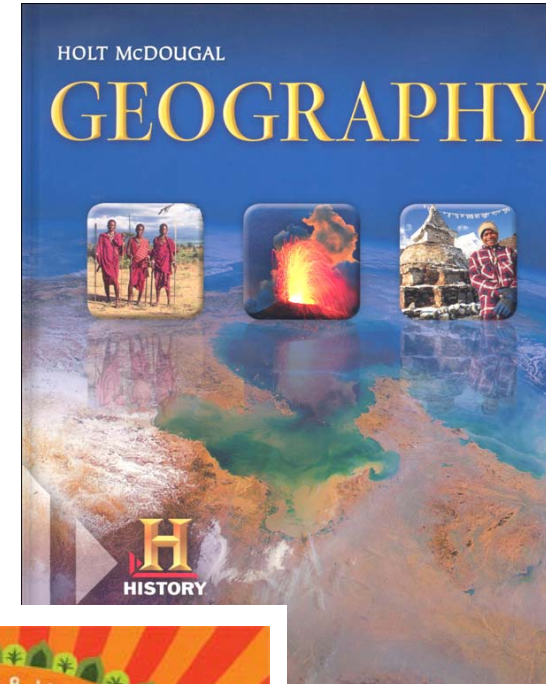
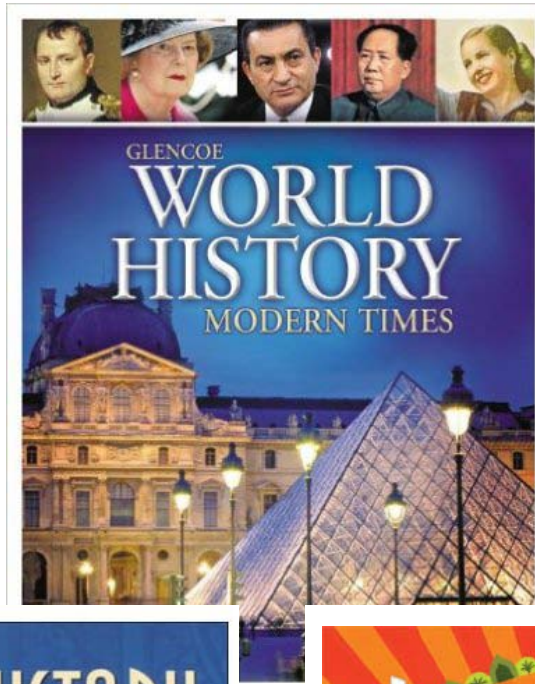
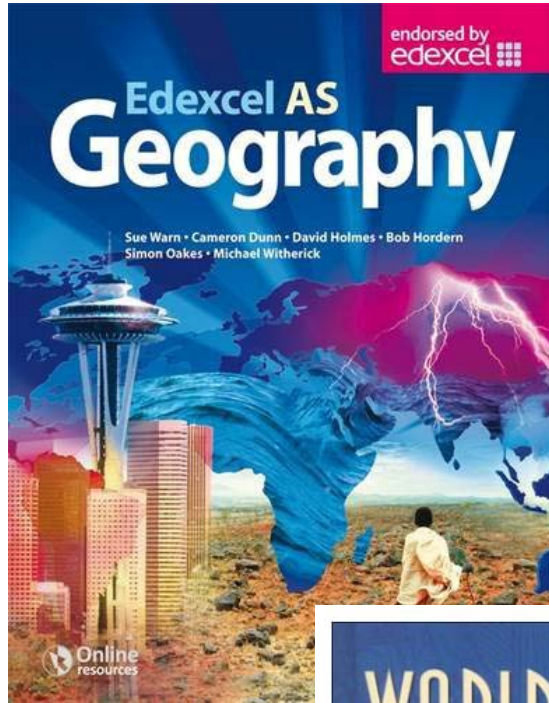


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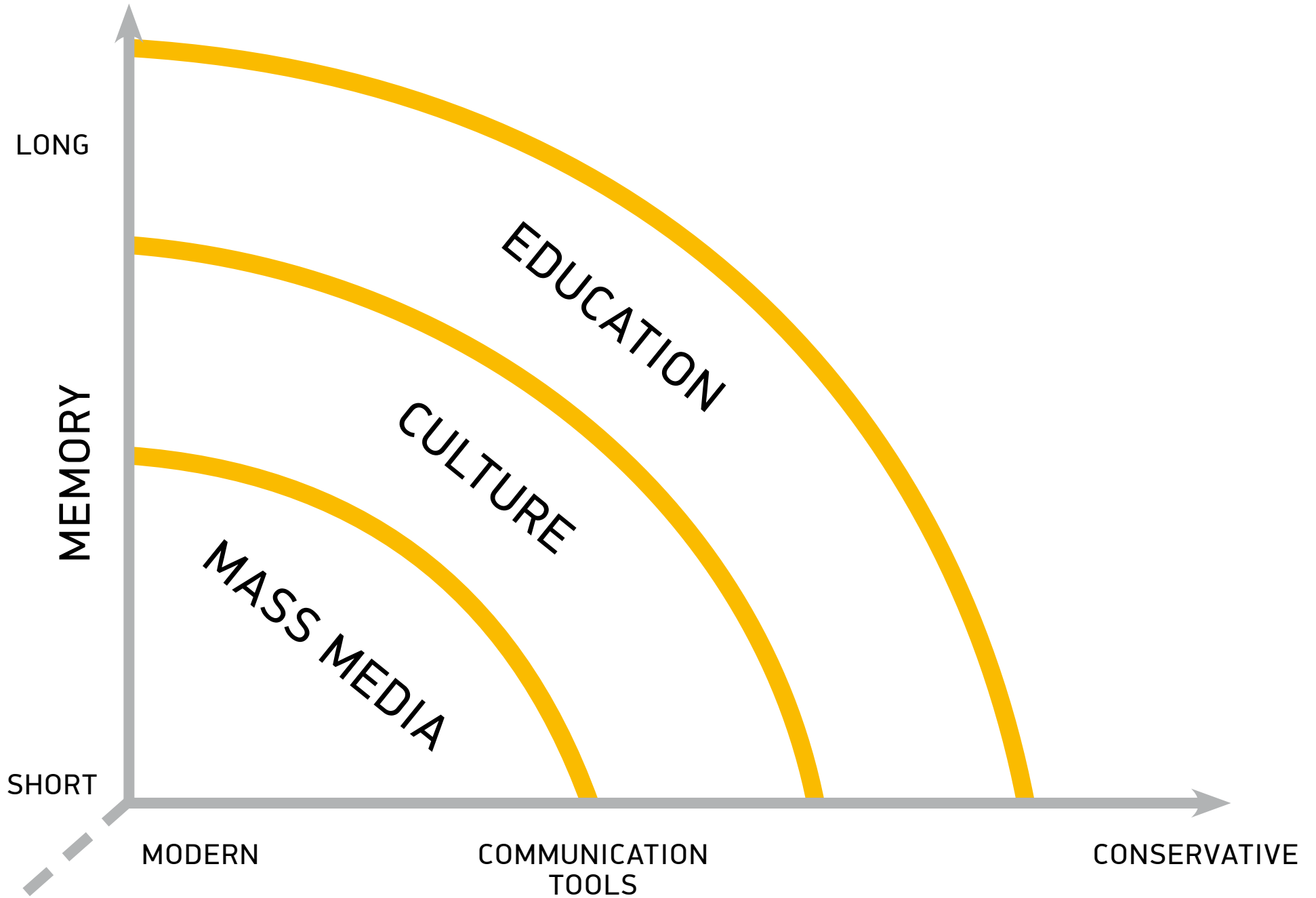


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