

Measuring National Brand Images

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- Many implications: product/service export, tourism
- Conventional approaches: CBI (Country Brand Index), Anholt NBI (National Brand Index)
- Cons: expensive, static
- Can it be automated based on data from SNS?
- Measurement may need to be customized to each country.
- First step: Developing an ontology – an analytical model
 - Some dimensions: awareness, emotional affinity, loyalty