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transnational Brand; Michela Ardizzoni -- 9. South African nation branding and the World Cup: Promoting nationalism, nation branding, and the miracle nation discourse; Eric Louw -- 10. Exploiting Commercial Nationalism: Fox TV and the Deadlock of Affective Intelligence; Mark Andrejevic -- 11. Nation Branding and Commercial Nationalism: Notes For a Materialist Critique; Nadia Kaneva.

Sommario/riassunto

This book intervenes in discussions of the fate of nationalism and national identity by exploring the relationship between state appropriation of marketing and branding strategies on the one hand, and, on the other, the commercial mobilization of nationalist discourses.
