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Titolo	Branding Bangladesh : From 'Bottomless Pit' to a 'Middle Income' Country // by Imtiaz A. Hussain, Jessica Tartila Suma
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Branding Bangladesh: Fixing a Fifty-year Frame -- Chapter 2: Evolution of a 'Bangladesh Brand': Pre-1971 Blues -- Chapter 3: Post-Liberation Identity Framing -- Chapter 4: Microfinance & Social Safety Net Programs: Cracking the Developmental Riddle -- Chapter 5: Funneling Frame Amid Developmental Imperatives: How 'Primrose' the Pathway Home? -- Chapter 6: Conclusions: Branding Bangladesh & Cluttering Forthcoming Canvases.
Sommario/riassunto	"Bangladesh is a country that has undergone rapid change across a wide range of sectors. Using an innovative interdisciplinary approach the authors examine new insights into understanding diverse themes such as nationalism, soft power, commodification and cultural identity, highlighting the contradictions and contention behind what the authors call 'the branding game'." - David Lewis, Professor of Anthropology and Development, London School of Economics and Political Science, UK This book explores Bangladesh's shift from a 'bottomless pit' into a 'middle-income' category. Six chapters in the book cover topics on

microfinance growth, ready-made garment production, and social safety net programs playing pivotal roles particularly for women empowerment. In doing so, the book shows that the net effect was not just a change to the country's limited number of representative brands, but also a realization of many more brands to have built up overtime.

Imtiaz A. Hussain founded the Global Studies & Governance Department (GSG) at Independent University, Bangladesh (IUB, 2016), after serving in Philadelphia University and Universidad Iberoamericana (1990–2014). He has published over 20 academic books, journal articles and newspaper pieces that cover many regions (Afghanistan, the Atlantic area, Latin and North America, and South Asia), touching on diverse topics (the environment, politics, refugees, security, trade). He received his Ph.D. in Political Science from the University of Pennsylvania (1989), and serves as Executive Director of IUB's Center for Pedagogy. Jessica Tartila Suma is a Senior Lecturer at the Global Studies & Governance Department (GSG) at Independent University, Bangladesh. She is also a doctoral student in the College of Architecture, Planning, and Public Affairs (CAPPA) at the University of Texas, Arlington, and holds a Master's in Political Science (Rutgers University). She completed both her Master's in Development Studies (2013) and BSS (Honors) in Media and Communication (2008) at IUB, and has a keen interest in foreign policy, humanitarian assistance, refugee education, as well as political, communication, and democratic transitions.
