

1. Record Nr.	UNINA9910779048203321
Titolo	Branding post-communist nations : marketizing national identities in the "new" Europe // edited by Nadia Kaneva
Pubbl/distr/stampa	New York : , : Routledge, , 2012
ISBN	1-136-65799-1 1-283-44139-X 9786613441393 0-203-80681-6 1-136-65800-9
Descrizione fisica	1 online resource (260 p.)
Collana	Routledge research in cultural and media studies ; ; 33
Altri autori (Persone)	KanevaNadia
Disciplina	306.20947
Soggetti	Political culture - Europe, Eastern Nationalism - Europe, Eastern Europe, Eastern Politics and government 1989-
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Promises and problems of post-Communist nation branding -- pt. 2. Agents, institutions, practices -- pt. 3. Representations, mediations, narrations.
Sommario/riassunto	Nation branding--a set of ideas rooted in Western marketing--gained popularity in the post-communist world by promising a quick fix for the identity malaise of ""transitional"" societies. Since 1989, almost every country in Central and Eastern Europe has engaged in nation branding initiatives of varying scope and sophistication. For the first time, this volume collects in one place studies that examine the practices and discourses of the nation branding undertaken in these countries. In addition to documenting various rebranding initiatives, these studies raise important questions about their

2. Record Nr.	UNISA996199677003316
Titolo	The DAC journal
Pubbl/distr/stampa	Paris, France, : OECD, c2000-c2005
ISSN	1609-7645
Descrizione fisica	1 online resource
Collana	International development

**Soggetti**

Economic assistance - Developing countries  
 Technical assistance - Developing countries  
 Aide économique - Pays en voie de développement  
 Assistance technique - Pays en voie de développement  
 Pays en développement  
 Organisation de coopération et de développement économiques  
 Publications périodiques  
 Données statistiques  
 OCDE CAD = Comité d'aide au développement  
 Aide au développement  
 development aid  
 developing countries  
 economic development  
 social development  
 technological change  
 aide au développement  
 pays en développement  
 développement économique  
 développement social  
 changement technologique  
 Economic assistance  
 Technical assistance  
 Entwicklungszusammenarbeit  
 Ontwikkelingssamenwerking  
 Politique gouvernementale  
 Développement économique  
 Coopération internationale  
 Aide économique  
 Zeitschrift  
 Periodicals.  
 Internet resources.

Ressource Internet (Descripteur de forme)  
Périodique électronique (Descripteur de forme)  
Zeitschrift  
Developing countries Periodicals  
Pays en voie de développement Périodiques  
Developing countries  
Pays en développement

---

Lingua di pubblicazione

Inglese

---

Formato

Materiale a stampa

---

Livello bibliografico

Periodico

---

Note generali

Refereed/Peer-reviewed

Title from cover.

"There will be four issues a year. The first will be the Development co-operation report; the remaining three issues will gather together in-depth country reviews of each DAC member's development co-operation policies and programmes."

Has supplements.

---