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Nota di contenuto	Foreword / Melissa Aronczyk -- Introduction: context and contestation / Dunja Fehimovic and Rebecca Ogden -- Promotion before nation branding : Chile at the world exhibitions / Andrea Paz Cerda Pereira -- The counter-narratives of nation branding : the case of Peru / Felix Lossio Chavez -- Living the brand : authenticity and affective capital in contemporary Cuban tourism / Rebecca Ogden -- Covert nation branding and the neoliberal subject : the case of "it's Colombia, not Columbia" / Paula Gomez Carrillo -- Resisting the brand, resisting the platform? : digital genres and the contestation of corporate powers in Belen Gache's radikal karaoke / Claire Taylor -- Protests, news, and nation branding : the role of foreign journalists in constructing and projecting the image of Brazil during the June 2013 demonstrations / Cesar Jimenez-Martinez -- International love? "Latino" music videos, the Latin brand of universality, and pitbull / Andrew Ginger -- The paradoxes of the "Cuban brand" : authenticity, resistance, and heroic victimhood in Cuban film / Dunja Fehimovi? -- Branding, sense, and their threats / Brett Levinson -- Epilogue / Dunja Fehimovic and Rebecca Ogden -- About the contributors.

