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Nota di contenuto	Branding a Seafaring Nation: The Sailing Ship Monument on Al Wazarat Roundabout in Muscat, Oman -- Acknowledgements -- Table of Contents -- Abbreviations -- Part I: Introduction -- Introduction: A Thoroughly Branded, but Little-Known Middle East -- Branding as a Global Phenomenon: From Theory to Practice and Vice Versa -- Branding the Middle East: A Review of Regional Manifestations of a Global Phenomenon -- Studying Branding in the Middle East in Challenging Times: Outline of the Edited Volume -- Part II: Consumption, Culture and Lifestyle -- Milk Nationalism: Branding Dairy and the State in the Arabian Peninsula -- Branding Chinese Green Tea in Mali -- Selling Alcohol to the Muslims? Making Byrrh a Brand in the Colonial Maghreb -- Branding Wine in Morocco: New Efforts to Qualify a Contested Commodity -- From City to Society: Alcohol Advertising in Lebanon -- False Fakes, Fictitious Fashion, and the Liberation of Logos: On the Islamisation of International Brands -- Dubai Gold and Diamonds: Tracing Dubai's Influence on the South Indian State of Kerala -- The Branding of Dubai as the Capital of the Islamic Economy -- Islamic Ideals, the Concept of Love, and Processes of Individualisation: Muaf usn's Writings and his Spiritual Brand --

Queer Brands, Branding Queerness: Fractal Orientalism and Selling Gay-Friendly Beirut -- Part III: State Branding -- Sinan's Iconic Practices: Staging Early Modern Ottoman Architecture and Power -- Branding the United Arab Emirates as Nation Building? Constructing Unity versus Acknowledging Diversity -- Branding and Spatial Planning in Oman: A Neoliberal Turning Point in Politics? -- Egypt With or Without Islam: The Work Behind Glossy Tourism Advertisements -- Mobile Images: Stamps as Branding Tools in the Gulf States -- Greening the Desert: Emirati Youth's Perceptions of Green Branding -- Branding Gibraltar: British, Mediterranean, European, or a Bridge between Two Worlds? -- Part IV: City Branding -- City Branding and Residents' Perception: The Case of Casablanca

Sommario/riassunto

This volume explores the concept of branding in the Middle East, focusing on communication strategies and image building from Qom to Casablanca. Edited by Steffen Wippel, the book examines how branding is used to promote national identity, cultural heritage, and economic development in the region. It includes case studies on various branding efforts such as Oman's maritime heritage, Dubai's position as an Islamic economic hub, and the influence of international brands in Islamic contexts. The work is intended for scholars and practitioners interested in regional studies, marketing, and cultural identity, providing insights into the challenges and strategies of branding in a complex geopolitical landscape.
