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Autore	Martin Dick <1946->
Titolo	Rebuilding brand America : what we must do to restore our reputation and safeguard the future of American business abroad / / Dick Martin
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Nota di bibliografia	Includes bibliographical references (p. [263]-287) and index.
Nota di contenuto	Tilting at windmills -- The queen of branding -- Charlotte in wonderland -- The prince of pollsters -- Measuring distance in kilograms -- Why do they hate us? -- The pictures in their heads -- The business of America -- The power of brands -- Brand America -- CEOs in handcuffs -- Plague or paranoia? -- In search of anti-anti-Americans -- The path to happy -- Sink roots, don't just spread branches -- Go glocal -- Share your customers' cares -- Stiff-necked, tree-hugging critics -- Share your customers' dreams -- Myth America -- A lever to move the world -- Waging peace.
Sommario/riassunto	Anti-American feeling is at an all-time high. Other nations and cultures have singled out our businesses, government, and way of life for harsh scorn, widespread resentment, even violence. Rebuilding Brand America is an exploration of anti-Americanism, from its causes and earliest

manifestations to current efforts to mitigate it. Martin explains why many of these efforts failed, and reviews the many prescriptions formulated by more than a dozen task forces.
