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Citation:

Gondim Mariutti, F (2015) Country Brand Challenges: Why is Brazil's image complex and multi-faceted? In: 2015 Academy of Marketing Conference - The Magic in Marketing, 7-9 July 2015, Limerick, Ireland. (Unpublished)

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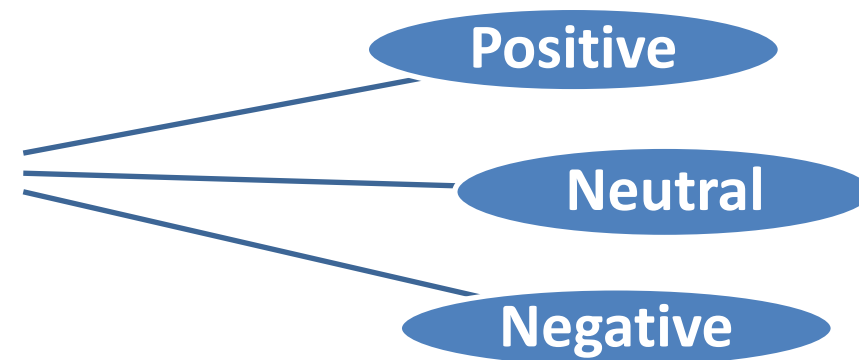
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## Country Brand Challenges: Why is Brazil's image complex?



**Introduction** Internationally, Brazil's image is also seen as dichotomous and confusing because of its multifaceted attributes and associations, such as positive (Carnival, natural beauty, cool people, football, and music) and negative (crime, violence, environmental degradation, hunger, and poverty).

(Mariutti and Giraldi, 2013; Anholt, 2007; Beni, 2006; Kotler and Keller, 2006; Kotler and Gertner, 2004; Bignami, 2002).

Literature	Authors' Standpoints and Citations
<b>Role of Communications</b>	Country branding strategies to build on a positive image or correct a negative one (Anholt, 2007; Dinnie, 2009; Kotler et al., 1993; Szondi, 2007) even the diplomatic side aligned to the communication practise (Aronczyk, 2013). There exists a plethora of marketing, public relations and corporate branding research in the framework of agenda-setting theory; but little attention is given to the national image in international media" affirms Zeng et al. (2011, p.323). Zeinalpour et al. quote (2013, p.317) that "Building a coherent country branding program at international level requires a strong coordination between the government, the business sector, the decision makers from educational and cultural sector, the civil society and, the mass media representatives in any country".
<b>Aim</b>	To explore Brazil's image associations considering them to be positive, neutral or negative (Anholt, 2007; Dinnie, 2009; Kotler, Haider & Rein, 1993; Szondi, 2007).
<b>Methodology</b>	Content analysis (Custodio & Gouveia, 2004; Harengel & Gbadamosi, 2014; Jimenez-Martinez, 2013; Lee & Hong, 2012; Morley, 2002; Schneeberger, 2011; Shoemaker & Cohen, 2008; Szondi, 2010; Zeng, Go & Kolmer, 2011).
<b>Contribution</b>	It can possibly advance in knowledge for future research in other countries and enhance Brazil's country branding, strategically, in the international market.

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