

From Empire To Anarchy: Postcommunist Foreign Policy And International Relations



Foreign Policy Analysis (2015) 11, 195–214

Nation Branding, National Self-Esteem, and the Constitution of Subjectivity in Late Modernity¹

CHRISTOPHER S. BROWNING
University of Warwick

Surprisingly, the emergent and increasingly popular phenomenon of nation branding has received only scant attention from International Relations scholars. While most analyses account for the phenomenon by emphasizing the perceived material benefits to be derived from establishing a positive national brand, this article provides an alternative perspective. It argues that nation-branding processes need to be understood as responding to the need of states and state leaders to enhance both their citizens and the nation's sense of ontological security and (self-)esteem. Moreover, this quest for self-esteem and ontological security is unfolding in the context of broader realignments occasioned by the advent of late modernity. While nation branding represents an understandable response to these developments, the article questions the strategy's overall efficacy by highlighting its implications for how national subjectivity is constituted, its notable disciplining elements and its potentially undemocratic implications.

Over the last 15–20 years, the concept of nation branding has gained considerable currency, with various countries initiating branding campaigns, often captured in slogans like "Cool Britannia," "Incredible India," "Creative Denmark," "Iceland Naturally," "Chile, All Ways Surprising" (van Ham 2008:133; Moilanen and Rainisto 2009:30–76). Accompanying this has been the emergence of an industry of nation-branding consultants and "how to" branding manuals (for example, Moilanen and Rainisto 2009). Meanwhile, various classifications, like the Anholt-GfK Roper Nation Brands Index and the FutureBrand Country Index, seek to measure different national brands' relative performance, providing policymakers with assessments of how their country is faring in the global branding competition.

Academic comment on nation branding has generally focused on strategic questions of why branding strategies succeed/fail in different contexts and therefore how best to refine them. Given the concept's background in business studies/marketing, this concern is unsurprising. A common conclusion is that failed cases outnumber successes with this usually explained in terms of national policymakers' inability to understand that branding nations differs from and is more complicated than branding products for the marketplace (Moilanen and Rainisto 2009:1; Anholt 2010:31–3, 75–6).

However, the introduction of a new concept, the advent of a new industry, and the adoption of branding practices and programs by increasing numbers of

¹For comments and suggestions, I would like to thank the two referees, James Brasset, Stuart Croft, Pertti Jorjenniemi, Marko Lehtu, Matt McDonald, Owen Parker, and Mat Watson. Browning, Christopher S. (2015) Nation Branding, National Self-Esteem, and the Constitution of Subjectivity in Late Modernity. *Foreign Policy Analysis*, doi: 10.1111/fpa.12028 © 2015 International Studies Association

From empire to anarchy: postcommunist foreign policy and international relations Hurst & Company, - Communism and international relations - From Empire to Anarchy: Postcommunist Foreign Policy and International Relations. By Mette Skak. New York: St. Martin's Press, xii, From Empire to Anarchy: Post-Communist Foreign Policy and International Relations by Mette Skak. London: C. Hurst & Co., Paper £ (ISBN.international relations offered by Malik. Two years after the Mette Skak, From Empire to Anarchy: Postcommunist Foreign Policy and International Relations.From Empire to Anarchy: Post-Communist Foreign Policy and International Relations: By Mette Skak. (New York: St. Martin's Press,).Citation Styles for "From empire to anarchy: postcommunist foreign policy and international relations". APA (6th ed.) Skak, M. (). From empire to anarchy.Title: From the Empire to Anarchy: Post-communist Foreign Policy and International Relations. Author(s): Yaroslav Bilinsky. Source: ORBIS. Document Type.From empire to anarchy: Post-communist foreign policy and international relations: By Mette Skak. (New York: St. Martin's Press, pp. \$, cloth.Baltic-Russian Relations and European Integration Piret Ehin Eiki Berg. (), 'Small Skak, M. (), From Empire to Anarchy: Postcommunist Foreign Policy and International Relations (london: hurst and company). Sloga, G . et al.Foreign Affairs, 76(5), 65 Putin, V. () Skak, M. () From Empire to Anarchy. Postcommunist Foreign Policy and International Relations. London.The EU and Trade Disputes with Russia, Europe-Asia Studies, vol. of From Empire to Anarchy: Postcommunist Foreign Policy and International Relations.Love to Hate', Communist and Post-Communist Studies, vol. Skak, M., From Empire to Anarchy; Postcommunist Foreign Policy and International Relations.Policy analysts picked up on their leaders' position and some suggested that the 11 (Washington DC: Center for Strategic and International Studies, January). From Empire to Anarchy: Postcommunist Foreign Policy and International.Mette Skak, From Empire to Anarchy. Postcommunist Foreign Policy and International Relations. London: Hurst and Co., templebaptistchurchsantafe.com + , index; ?empire to anarchy: postcommunist foreign policy and international relations / Foreign policy and Congress: an international relations perspective / Marie T.Similar Items. From empire to anarchy: postcommunist foreign policy and international relations / By: Skak, Mette. Published: (); Foreign policy and.Mette Skak, From Empire to Anarchy. Postcommunist Foreign Policy and International Relations (London: Hurst,), pp. 18, See also Myron Weiner.

[\[PDF\] Free Electron Lasers 1997: Proceedings Of The Nineteenth International Free Electron Laser Conferenc](#)

[\[PDF\] Integrating Linux And Windows](#)

[\[PDF\] My Visit To The Doctor](#)

[\[PDF\] Growing From Seed](#)

[\[PDF\] Dragon Fire](#)

[\[PDF\] The Peculiar Democracy: Southern Democrats In Peace And Civil War](#)

[\[PDF\] Women, Family, And Utopia: Communal Experiments Of The Shakers, The Oneida Community, And The Mormon](#)