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In the contemporary world, almost every activity, such as tourism, foreign investment, respect and interest of international media, attracting immigrants and international students of high quality, culture communication and carrying out peaceful and successful exchanges with other regional governments - relies on its regional brand reputation. How should the government do to understand and measure regional brand reputation correctly, and even affect the regional reputation? In this book, from the perspectives of the relationship between image and trust, the effect of marketing strategies, the influence of public diplomacy on regional brands, the role of media in building regional brands and so on, the author deeply analyzes the implementation mechanism of regional brands, and further explores the nature of regional brands according to culture, national personality and governance and other factors.



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