




Selected bibliography

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- ▶ GEORGE A. AKERLOF & RACHEL E. KRANTON. *Identity Economics*. Princeton, New Jersey: Princeton University Press, 2010.

Recension by **Cinto Ros i Ombravella**

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- ▶ TEEMU MOILANEN. *How to Brand Nations, Cities and Destinations*. New York: Palgrave MacMillan, 2009
 - SIMON ANHOLT. *Competitive Identity*. New York: Palgrave MacMillan, 2007.

Recension by **Alfons Garcia**

- ▶ JOAN COSTA I FONT. «Identitat col·lectiva i l'economia de la identitat nacional: Catalunya en perspectiva global». *In: Eines per a l'esquerra nacional*, no 2. Autumn 2007. Fundació Josep Irla.

Recension by **Santi Andorrà**

- ▶ KEITH DINNIE. *Nation Branding: Concepts, Issues, Practice*. Burlington, MA: Butterworth Heinemann, 2008.

Recension by **Eulàlia Furriol**

- ▶ BERNAD PLASAIT. «Améliorer l'image de la France», *Avis et Rapports du Conseil économique, social et environnemental*, n° 2010-06. Paris: Les Éditions des Journaux Officiels.

Recension by **Alba Gubert**

GEORGE A. AKERLOF; RACHEL E. KRANTON. *Identity Economics*. Princeton: Princeton University Press, 2010.

Recension by CINTO ROS

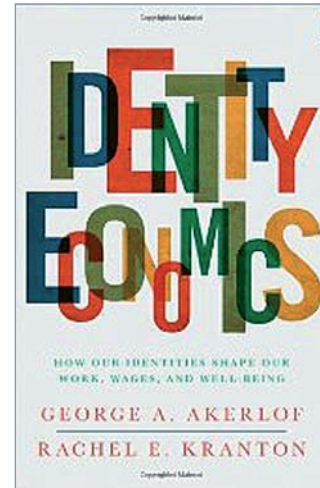
This is an interesting, stringent and innovating book, especially innovating as it intends to embrace within economic analysis the identity factor that had so far been left aside. Its subtitle already says it: How our Identities Shape our Work, Wages, and Well-Being.

The origin of this research book is curious and clearly Anglo-Saxon: Rachel Kranton, a disciple of the 2001 Economy Nobel Prize winner, sent a letter to George Akerlof in which she criticised that his analysis did not consider «that people take different options faced with one same economic circumstance». Fourteen years later came this book.¹

Identities explored or considered are gender (chapter 7, which is quite developed as we will see), race (chapter 8), identity referring to educational level (chapter 6) and the one related with work and organisations (situation). It does not include territorial origin or identity related with migration (the reason is unknown, but I presume one must set the limits at some place).

As a common denominator, «this book takes identity, rules and social categories into economics» (p. 13), albeit with stringent pieces of analysis. Rules and social categories correspond to the different identities.

Chapters 5 and 6 are devoted to the other two sources of identity. Education refers to identity



derived from school education with all its traits, dealing also with education economics. Generally speaking, the role of effort and sacrifice in this area is highlighted, as is that of teachers who sometimes have to overcome economic limitations.

Organisations and corporations are another relevant source of identity, which shows in commitment with work and labour culture. Rules are also dealt with, providing the extreme example of the West Point mottoes and referring to work stimuli.

There are some lines we could call methodological that act as a leading thread for the whole book and are innovative. I will summarise them: desire to enlarge the conceptual scope of the paradigm so far envisaged by economics, including the identity «variable»; and related to this, considering different motivations apart from strictly «monetary» ones along a line initiated by Becker in the 1950s. The call to collaborate with sociology and psychology...

Notes

1. As occurs often, a well made product of interest requires a long process during which the authors reach partial results and successive approximations. In fact, they were publishing articles on this research line – always identity and economics – that provided later the stuff for the final book we are dealing with. The two publications referred to consist of a general approach: AKERLOF, G.A., & KRANTON, R (2000). «Economics and Identity». *Quarterly Journal of Economics*, 105, and a more specific one tackling the subject of chapter 5 of the examined book: AKERLOF, G. A., & KRANTON, R. (2005). «Identity and the Economics of Organizations». *Journal of Economic Perspectives*, American Economic Association, vol. 19 (1), p. 9-32..

Precisely in the last section a balance is drawn of its contribution («Identity economics and economic methodology») from this global per-

spective, reaching some conclusions on the relevance of the subject and – not to miss – the ways still needed to make progress in research.

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He is member of the *Paradigmes* Editing Council.



TEEMU MOILANEN, SEPPÖ RAINISTO. *How to Brand, Nations, Cities and Destinations*. New York: Palgrave Macmillan, 2009.

SIMON ANHOLT. *Competitive Identity*. New York: Palgrave Macmillan, 2007.

Recension by ALFONS GARCIA

After Phillip Kotler's foundational contributions in *Marketing Places* (New York: Free Press, 1993) and *The Marketing of Nations* (1997, Spanish edition at Paidós), theoretical production on the country brand concept and the foundations of marketing applied to geographically delimited destinations fell into certain apathy until the first years of the 21st century, when publishing and academic interest for these concepts revived. Globalisation definitely seems to have spurred competition between territories but is now more concentrated on services than the traditional «Made in...» of physical products associated with industrial activity. The two publications we examine are a proof of this renewed literature.

Both have a completely different way of telling their story, yet the arguments are common. The text by Moilanen and Rainisto resembles rather a practical handbook where they develop specific techniques to build a country brand and the necessary procedures to manage its marketing. Contrarily, Simon Anholt's piece of work is rather a monograph in which different theoretical and practical thoughts are made on creating an «identity» around which different marketing techniques applied to a geographical area are articulated. However, both share the authors' experience as international consultants in the subject they deal with and are thus conceived as texts leading straightforward to the aimed conclusions. Besides, as texts initially addressed at the American market, both are very plain in their explanations.

Moilanen and Rainisto work out a conceptual framework – inspired by Simon Anholt's works, among others – leading to a continuum of nineteen stages in order to define an operative marketing plan applied to geographical or place

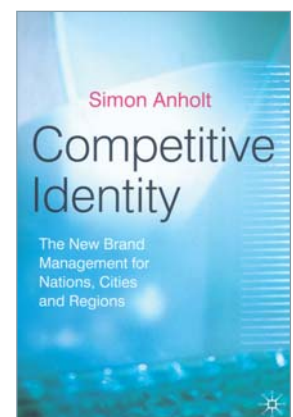
brands referred to countries, regions or cities. In this conceptual framework, the brand is defined as «an impression of a product or service perceived in the customer's mind. It is the sum of all tangible and intangible items making the choice unique.» Put this way, the country brand not only acts as a positive item in terms of tourist destination (although this is a mainstream approach in current public initiatives and, to be true, the commented book) but also extends its benefits to attracting investment, official diplomatic practice and even export of goods and services.

The conceptual section differs from two chapters devoted to case studies. The first refers to countries or regions, of which three examples are analysed in-depth (Norway, Australia and Scotland) and a wide range of experiences (included Spain's) are tackled summarily. From a Catalan perspective, one of the most surprising (and perhaps admonishing) aspects of the book is the not very positive analysis the authors do of the marketing process in the Scottish case. In the second chapter cities are analysed by comparing two examples, one from Europe (Copenhagen) and another from America (Chicago), while the subject of tourist destination marketing (which, as we said before, is one of the preferred fields of place brand confrontation) is looked into with a detailed analysis of the ski tourism segment.

Of Moilanen's and Rainisto's thoughts regarding marketing items related with the country brand, there are two particularly to the point. The first is that benefits from correct country brand management are not only related with success (in terms of making customers) that can be achieved in a given market but also cost reduction from simplifying marketing strategy decisions at individual operators and increasing efficiency of action in line with the country brand definition as well as the cushion provided by a consolidated country brand for innovation. The second thought has to do with difficulties from developing the country brand style as to marketing, in which final interaction with the customer lies in the hands of numerous individual «producers» and the main common provider of funds for development (the public sector) usually has limited resources.

As said before, Anholt's book has different goals in spite of sharing with the previous one a wide segment of the conceptual substrate. Anholt redoes the country brand theory by stating that both the brand and the branding concept have fallen into big discredit in marketing theory as globalisation forces to redefine both to make them operative. In this respect, the British author suggests a new concept, that of competitive identity that shall allow a more general understanding of mechanisms determining success of a given territory compared to another one. However, it needs to be said that Anholt's thoughts on competitive identity do not seem innovative nor significant enough to be a new substantive theoretical concept. This notwithstanding, even within the classical place brand concept, the text features some very interesting thoughts for instance on the contribution of culture, education and sports to competitive identity building and the role it can play in the development of countries.

To conclude, both books are interesting from the perspective of the technology to be applied to country brand marketing or, if you prefer, competitive identity. The truth is that their purpose is nothing else but that. They have a certain aspiration of universal application without defining an aspect that could seem central in this thought as is identity as such or, what is the same, whether there are territories having (for reasons not related with marketing, e.g. history, environment, exceptional personalities) more favourable starting conditions than others to develop a more suc-



cessful place brand. At a certain point, one could have the feeling that even this item can become a construction without any real foundation and

everything eventually depends on the success or failure in creating this perception among customers.

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JOAN COSTA I FONT. «IDENTITAT COL·LECTIVA I L'ECONOMIA DE LA IDENTITAT NACIONAL: CATALUNYA EN PERSPECTIVA GLOBAL». *Eines per a l'Esquerra Nacional*, no. 2 (2007). Barcelona: Fundació Josep Irla.

Recension by SANTI ANDORRÀ

Mankind is guided by collective identities reflecting a community of common values and determining what they prefer. Among these identities we find national identity, which has a strong relevance for its influence at many levels. According to the author, the void left by standardisation caused by globalisation is the reason why national identity takes progressively a wider space to explain many economic phenomena especially in services and cultural industries.

National identity as a specific type of social and collective identity takes the shape of common

good and can even be interpreted as being part of a country's social capital allowing its individuals to cooperate and carry out actions that perhaps would make no sense individually. The consideration of its effects allows to understand a whole range of economic behaviours and social movements.

Identity creates a chain of effects in demand of goods. There is evidence relating lifestyle (e.g. eating habits, consumption times) not so much with individual decisions but collective action patterns that are organised, shared or accepted spontaneously in a given identity. Hence identity determines the behaviour and demand of public and private goods.

Several economic studies reinforce this argument stating the multiplying effect of the social environment, so social interaction mechanisms between individuals are magnitudes creating preferences.

The case of other industries shows that Catalonia has an enormous potential to enlarge its identity and the value it provides. This is for instance the case of some food products (e.g. oil), architecture, innovation and cultural industries. However, almost all require more investment to improve our identity in order to take part in the world economy with more added value. Regarding consumption decision, it can be said that identity is a good consumed through other goods or a symbol providing added value to these goods. It is increasingly obvious that the value of goods reflects a whole set of

items creating identity and conveyed by means of communication or interaction mechanisms.

The author concludes by stating that national identity plays a key role in the economic and political future of a country, especially those that do not have an own state like the Catalan economy. Major challenges of this sort of identity are having a favourable institutional framework to promote it and making sure that it is kept open to the world in order to take the maximum economic and social profit from it.

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Has co-directed the financial and accounting area of Editorial Ernán (Mexico).



Notes

1. ACNielsen (2006). *El mercado del vino. Informe de Deseembre-Gener 2006*. INCAVI. Barcelona, May 2006 ACNielsen, Consejo regulador DO La Rioja. Logronyo.

KEITH DINNIE. *Nation Branding. Concepts, Issues, Practice*. Oxford; Burlington, MA: Butterworth-Heinemann, 2008.

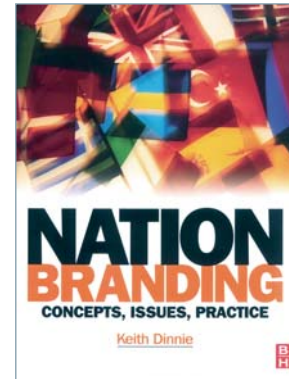
Recension by EULÀLIA FURRIOL

In the current, increasingly global world, a growing number of countries invest in creating and managing a national brand as a tool to compete. Countries compete with each other to attract tourism and investment, receive funds, enhance exports of goods and services, seize talented professionals, convey a good image in the media, raise their international credibility or be accepted as members of supranational groups.

Professor Keith Dinnie, the author of *Nation Branding. Concepts, Issues, Practice*, gathers for the first time in one single book the little theory written on the subject, which is completed with a wide range of experiences made in different countries in recent years. Keith Dinnie has made an effort to include the contribution of twenty experts into the book, each of whom wrote a brief article on the topic they specialise in, either about their actual experience or in the shape of a discussion, analysis or theoretical thought. Together with a clearly all-embracing and multidisciplinary approach, it makes the book a reference in the subject.

Brands, associated initially with companies, have overcome commercial boundaries as years pass. The book features different definitions of what a national brand is and how to adapt general theories to a nation. It reflects on what can be provided by creating and managing a national brand and includes discussions on the future and internet applications. The book does not shun controversial issues like the different concepts, magnitudes and interest conflicts that may arise with a national brand, including economic, political, social, environmental, historical and cultural factors, among others.

It is interesting to read case studies from different countries, each with its own circumstances, concepts and priorities. The first case presented in the book is South Africa, written by Yvone Johnston,



who has been in charge of creating the brand of this country since she began as director of the International Marketing Council of South Africa, an organisation she led during seven years. There she explains the mission she was given by the government of the young South African democracy in 2000, faced with the need of creating a country brand with a positive and convincing image far from its history of social injustice. The goal was to close the gap between foreign perception of the country and internal reality and providing essential consistency to attract trade, tourism, investment, export opportunities, partners in international relations, etc. Such a process requires time but it had to be accelerated to have it ready for the 2010 football World Cup.

Another case of interest, also coincident with a historical moment, is that of the Russian Federation. Russia, but also and very especially the new independent states emerged from the USSR, required an intensive task of self-identification. The main goal was here to create a brand to help define national identity both inside the country and abroad. This section, included in the chapter of national brand and national identity, is written by Vladimir Lebedenko, head of institutional relations and external relations at the Ministry of Foreign Affairs of the Russian Federation.

The book introduces numerous real cases of big interest. For instance, the Brazil case is explained, a country that focused its efforts on promoting an image of an industry that did not necessarily match existing stereotypes. There is further the France experience and its effort to contribute to attracting

foreign investment based on the national brand, written by Philippe Favre, president and executive director of the Invest in France Agency; or the case of Chile on the need and strategy of strengthening the denomination of origin for the country's wine production; or the efforts of Greece to create a brand for olive oil from its fields; or Iceland, which concentrated on creating an umbrella brand able to cover different national industries. In the chapter devoted to the origin of national brands, there is the case of Switzerland, which created a federal office specifically to coordinate management and promotion of the confederation brand together with its different cantons.

One of the most prominent authors making their contributions to the theoretical and academic field is Simon Anholt, a reputed expert who wrote a chapter on the evolution of national brands. Anholt is a member of the UK Public Diplomacy Board and has been an advisor to the governments of the Netherlands, Jamaica, Tanzania, Iceland, Lithuania, Botswana, Germany, South Korea, Mongolia, Buthan and Switzerland as well as international organisations such as the United Nations, the World

Economic Forum and the World Bank. He is further the author of world reference rankings based on the analysis of different concepts he developed to measure the value of national brands.

Another chapter in the book looks into the main perspectives of marketing: consumers and finance. The importance and difficulties of assessing the economic value of a brand are highlighted, as well as the challenges posed by monitoring the country image in order to detect and act upon negative perceptions and the responsibility of country brand strategies in making sure that change goes along the right direction. Another topic of interest is national brand ambassadors, often represented by world celebrities of sports and culture.

National brand creation and management is a subject of growing interest for wide economic, political and professional sectors. Keith Dinnie, associate professor at the Japan campus of Temple University in Philadelphia, is aware of all this and writes in a plain style for any interested reader, presenting the book with an unprecedented multidisciplinary approach.

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An independent journalist, she has been working for *La Vanguardia* newspaper for over twenty years and published in many media, among which *The Guardian*. She has worked at the press office of several international events such as the 1992 Olympic Games and different international meetings organised by the Department of Culture of the Government of Catalonia. She also collaborates with corporate magazines.



BERNARD M. PLASAIT. *Améliorer l'image de la France.*

Avis et Rapports du Conseil économique, social et environnemental, 2010-06 . Paris: Les Éditions des Journaux Officiels.

<http://www.ladocumentationfrancaise.fr/rapports-publics/104000198/>

Recension by ALBA GUBERT

The French Economic, Social and Environmental Council (CESE) ordered the study *Améliorer l'image de la France* to its Life Conditions Commission, nominating professor and former senator Bernard Plasait as rapporteur with the aim of showing the relevance of image as a tool serving political, economic and cultural goals.

The report can be regarded as a sort of strategic planning to improve France's image. It starts with an analysis of the image concept, followed by a diagnose of the current situation. Then it sets the goals a country image policy needs to have, before finally introducing the necessary strategies to meet the targets set.

The image of a country is an intangible asset, the benefits or damage of which do not appear in any balance sheet or balance of payments despite having a substantial impact on it.

Four basic items contribute towards creating a country image: the image sent out abroad, that of its multinationals abroad, that of its products and its appeal. The image as a potential strength or weakness is often not a faithful picture of reality. Like a company or a product, a country needs communication tools and a public image policy.

«Prosperity of a state depends on the respect it conveys, the prestige it is given, the authority it instils, the credit it enjoys in the world», François d'Orcival states. In the current globalisation setting – with a great number of exchange of goods and services at global level and information flow at light speed – the idea of a country (its values, assets, etc.) affects directly and rapidly a whole range of political, economic, social, cultural and environmental interests such as foreign invest-

ment, attraction of entrepreneurs and international talent, tourism, joining political initiatives and commercial exchange.

A good communication policy not only can have the reality and the assets of a country be appreciated and consolidate its strengths but it can also protect from weaknesses and often distorted perceptions far from reality that could cause damage.

Based on this, we find a diagnose of the main properties of the image of present-day France by means of enquiries with different CESE experts. What do the French think of themselves? How do they think the rest of the world sees them, and how are they actually seen?

The French view themselves as the defenders of human rights, showing nostalgia of past glory. They consider they live in the most beautiful country of the world, a perception they feel confirmed by the big inflow of tourists. They are proud of their political and social values and the principles of equality and laicism. They are advocates of their societal and welfare state model providing them a certain degree of equality against risk and playing an effective role as a safety network in times of crisis. They feel they are an exception for their concern for diplomatic and military independence, commitment to public service and struggle for their language.



There is also a negative image of France or rather the French, who are often perceived as undisciplined, pretentious, protesters, liking to teach lessons they do not abide by themselves and with a doubtful welcoming capacity featuring prominently lack of command of foreign languages. The dominating perception is arrogance. The French are aware of this. This is exploited by worldwide competition, in which the role of media is noteworthy, which devaluates the overall country image.

The third chapter is devoted to setting the goals: how to appreciate and disseminate better their existing assets and heritage.

A tool currently often used are international rankings (e.g. OECD statistics, classification tables and audits, UN Human Development Index, Eurostat, World Economic Forum, think tanks) and sectorial rankings (education and higher education, health and social welfare, life quality and public services). These regularly published data – objective in principle, yet occasionally biased – are a relevant source of information that contributes towards creating a country image.

France's widely known exploits, which it should consolidate by means of an image policy, include the following:

- ▶ **Culture:** while cultural tradition is still strong in France (music, cinema, museums, festivals), more care of the language is demanded in reaction to the great domination of English.
- ▶ **Balanced lifestyle:** natural environment, top-quality infrastructures and a social model as a basis for the societal model (e.g. social welfare, health system, family benefits).
- ▶ **Appreciated art of living:** gastronomy as a core item of heritage (e.g. wine, cheese, Michelin stars), excellence regarding luxury and haute couture (e.g. Moët Hennessy, Louis Vuitton, Faubourg Saint-Honoré street).
- ▶ **Flourishing tourism:** a prosperous tourist industry and the positively irreplaceable role of Paris for the other regions.

There are areas in which France's attributes and exploits are not appreciated for their real value, having a dynamism that is often ignored:

- ▶ **Diplomacy:** acknowledged for the independence of foreign policy but often criticised; big public development aid.
- ▶ **Changing productive economy:** industry, with high-speed rail, Airbus, numerous multinationals, low-carbon technology, implementation of productivity poles; agriculture and agrofood industry (creation of controlled denominations of origin AOC).
- ▶ **Research and innovation:** higher education system and research, public participation but also private to a high percentage.
- ▶ **Environmental assets:** importance of sustainable development, new technologies with low CO₂ emissions, biodiversity of overseas territories, waste disposal and water management technologies

The image of France as a cultural, gastronomic, sophisticated, tourist country with good lifestyle is strong, which sometimes hides other remarkable features like economic or scientific performance as highlighted above.

However, the document alerts that some of these items, which seem a priori so deeply rooted in the France brand, have been deteriorating in the last years, so they must not be left aside but consolidated as key drivers for tourism and investment.

The image is a tool at the service of political, economic, social, cultural and environmental tools. It affects the country in all its activities and can be a strength but also a weakness, which justifies the interest it deserves. A clear vision of what is needed to improve the image of a country and project it abroad is necessary. Like other more dynamic countries (e.g. Germany and Japan), France should go for building a strong image policy.

As André Gide puts it, «ne prête à la louange qu'une oreille; ouvre les yeux à la critique» ("leave just one

ear for praise; open the eyes to criticism"). Doing as if everything were well does nobody any good. We need to listen to criticism, analyse it and react accordingly. To be credible and effective, a country's image communication policy needs to be based on a substrate according to reality.

To conclude, the author sets out several strategies that need to be followed to improve the image of France: open to foreign languages, adopting a balanced strategy between life quality and economic dynamism, having a consistent influence strategy (e.g. through language, the role in Europe, media) and take the opportunity provided by the crisis to evolve the demand towards the authentic, sustainable and quality, where France has a certain competitive advantage.

This piece of work, highly recommended for those interested in the economy of identity, image and brand but also for mainstream readers, allows easily to see the great similitude between the French and the Catalan case. We are also appreciated for culture, gastronomy, lifestyle and tourist appeal. These items also devalue if they are not cared for adequately. But we are also entrepreneurial, creative, innovative, steadfast and open-minded. This is a good time to follow the CESE example and take note – if we had not so far – of the great importance of the brand as a tool at our service if we are determined to use it. Catalonia's image is not built by its own. The subject needs to be taken up strategically, together with politicians, economic and social stakeholders and citizens.

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