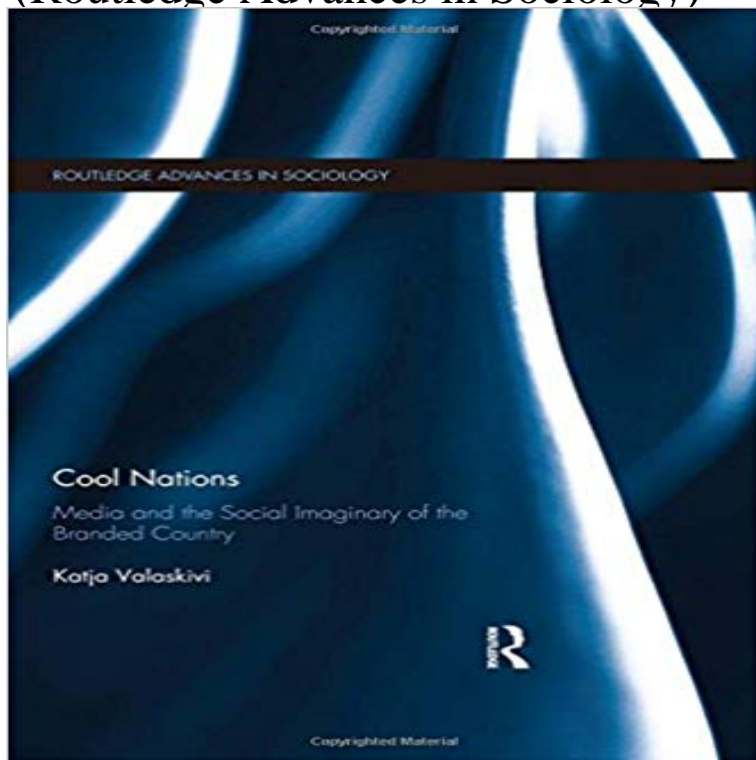


Cool Nations: Media and the Social Imaginary of the Branded Country (Routledge Advances in Sociology)



Nation branding is the most recent feature of imagined nation-making in the history of nations. Facing global competition, national decision-makers aim to distinguish their countries from others by means of branding. Quite a few nations have considered the term cool suitable for describing some essence of their country's brand. Cool Nations. Media and the Social Imaginary of the Branded Country traces the mediated ways in which the transnational idea of cool has circulated from popular culture, fashion, and marketing into describing nations. The book explores the commodification of the nation, the shift to a promotional political culture, and the role of media in contributing to the circulation of the idea of the Cool Nation. The social imaginary of nation branding takes its theory and practices from marketing, unlike earlier imaginations based on ideas of democracy or citizenship. Cool Nations argues that cool is one of the vehicles through which the commodification of nations takes place.

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