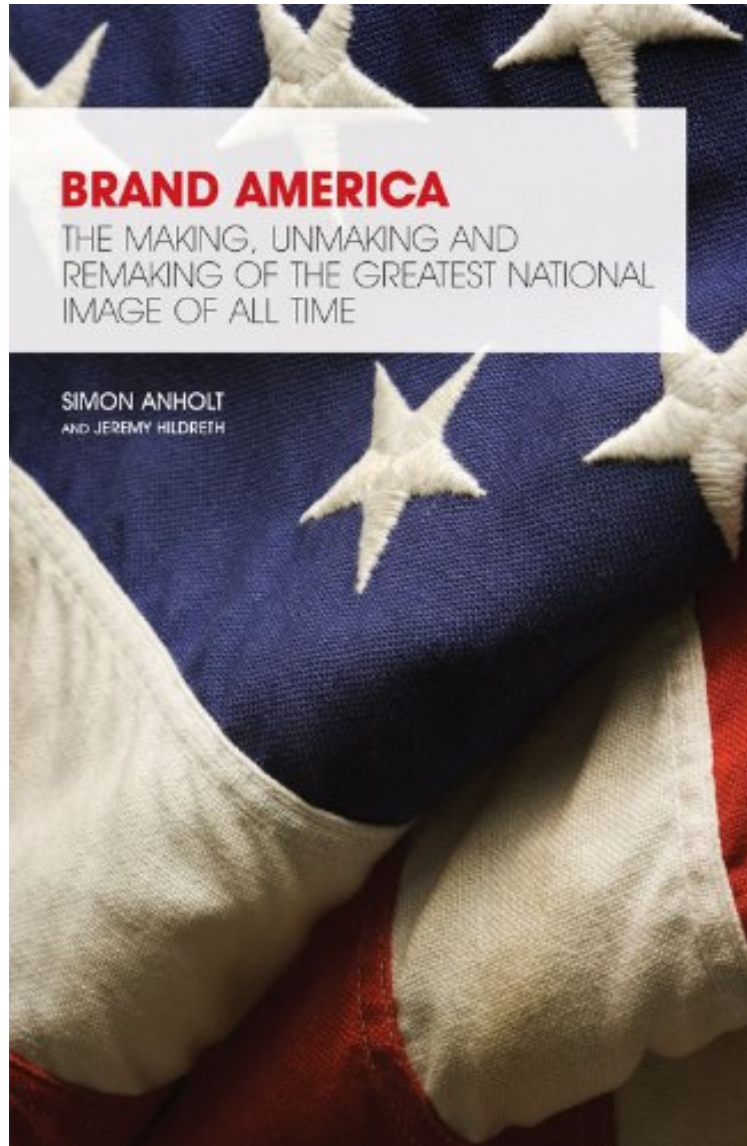


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## Brand America

*Simon Anholt, Jeremy Hildreth*  
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**Simon Anholt, Jeremy Hildreth : Brand America** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand America:

2 of 4 people found the following review helpful. Some Great Ideas - Presented from a Flawed Viewpoint By S. Duncan Although Simon Anholt is recognized as an expert in the field of the branding of nations, his ideas are too far to the left to satisfy most Americans. However, this book certainly contains many great examples of the ways America can improve its image. Many of the ideas are of such common sense, I wonder why they aren't more in use by private companies and citizens already - alas, even I hadn't paid much attention to such "common sense" ideas prior to now!

With that said, too many of his ideas - as presented here - and his past work rely on the heavily misguided belief that the government is the primary answer to branding issues. Further, many of the precepts of the book are based on assumptions that have not been proven, such as global climate change, global governance, etc. In fact, the bottom line is that it's evident that the authors are not from America (Anholt is from the UK, and Hildreth, the co-author, is an expat who, by his own choice of citizenship [now a European] and definition [see his website], does not consider America "home"), and truly don't understand the real America - the America only Americans know. Again, the book is a fairly good read, but you must maintain both your whits and your common sense American values while reading it..

Countries are among the most powerful brands on the global marketplace. Love it or loath it, never has there been a bigger or stronger brand than the United States of America. More than any other country, America has been blessed with a huge range of positive brand attributes. The country is associated with the definitive youth lifestyle (Coke, MTV, Levi's); with sporting prowess (Nike, NBA, Timberland); and with technological supremacy (Microsoft, Dell, IBM). America is well-informed (CNN, Time, Newsweek) and, naturally, wealthy (American Express, Merrill Lynch, Goldman Sachs). Of the top 100 international brands, 64 of them are American-owned. The core of America's potency lies in it being the country of origin for the world's three most valuable and profitable business sectors: entertainment, merchant banking and IT. This makes America the world's most powerful public domain brand. American brands simply hitch themselves onto this powerful national brand, and a cultural and commercial trail is instantly blazed for them around the world. This book traces American history, the values of Brand America and the growth of anti-Americanism upto the Obama presidency. America is truly the greatest branding story of them all, and this book tells it for the first time.