



Cultural Branding for Sustainability

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Message from the Guest Editor

Dear Colleagues,

The scope and purpose of the issue and its relationship to brand management is to contribute empirically and conceptually to the sustainability and marketing literature by freshly examining how cultural branding supports any one of the three legs supporting sustainability: (1) environmental, (2) social, and (3) economic. While marketing management strategists and brand managers are naturally concerned with the latter, the social and environmental components of this triad are intertwined. Put another way, to what extent do specific cultural branding strategies impact national/regional environments, social and cultural representations, or pricing and consumption patterns that contrast with “foreign” products and services? These questions might also be extended to particular artists and related genres of artistic (visual, graphic, music, literary) expressions.

Practical managerial implications might afford national marketers with insights on making national brands that draw on national heritage symbols advantages more attractive to consumers. Both qualitative, quantitative, hybrid, and case-study approaches are welcome.





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Message from the Editor-in-Chief

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