

The 4D Model of the Country Image: An Integrative Approach from the Perspective of Communication Management [1]

Resources Type:

- Journal articles [2]

Publisher:

Sage Journals

Journal or Book Title:

International Communication Gazette

Page Numbers:

102-124

Author:

Alexander Buhmann, Diana Ingenhoff

Resource Topic:

- Nation Branding [3]

Volume #:

77

Tags:

- nation branding [4]
- public diplomacy [5]

- international relations [6]
- international public relations [7]

Issue #:

1
