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Shaping China's Global Imagination: Branding Nations at the World Expo (Palgrave Macmillan Series in Global Public Diplomacy)

Jian Wang

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This book explores the concept of nation branding - what it is and how it works - through an instructive case of the 2010 World Expo in Shanghai, where 190 countries showcased their national cultures to a predominantly Chinese audience. The comparative analysis of national pavilions (including Brazil, India, Israel, South Africa, South Korea, Spain, the United Arab Emirates and the United States) demonstrates how a place-branding activity, such as the World Expo, facilitates communication to build a nation's image, thereby enhancing its soft power. As nation-branding efforts will only increase in the coming years, this study forms an important basis for future inquiry.

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