

## **Nation Branding and its Impact on Enhancing National Image: Special Reference to Australia**

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### **Abstract**

Today the world can be seen as a huge potential market as a result of globalization. In this context nation branding concept and its practice is a comprehensive and exciting text. This is a field of theory and practice which aims to build, manage and measure the reputation of nations. Nation brand is the total sum of all perceptions of a nation which may contain some of the following elements; people, place, culture, language, history, food, fashion, global brands etc. Nation branding appears to be practiced by many countries including the United States, Canada, France, United Kingdom, and Taiwan. Many nations try to make brands in order to build relationships between different actors that are not restricted to nations. It extends to public and private sector in a nation and help with nationalism. The objective of this study is to clarify the nation branding concept especially in six dimensions and examine how it helps to increase national image special reference to Australia. This study about the measure the index and nationalism. The research takes up a qualitative approach and to that end it gathers secondary data. The analysis is largely based on the theoretical analysis of Simon Anholt theory of the application of marketing strategies to individual countries. Countries have always been brand based on their unique identities. The research finding that manifest that a positive country brand provides a crucial advantage by helping to restore lapsed international credibility. As also branding may also increase international political influence and facilitate stronger international partnerships.

***Keywords; Nation branding, Reputation, Six-dimension, National image, Identities***

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