Foreword

Nowhere are questions of national identity, national reputation and the brand of place more pertinent than in the USA today. Survey after survey has shown the damaging effects of unpopular US foreign policy on American brands, American cultural exports, American people — on the image and reputation of America itself.

In December 2004, a GMI World Poll study found that one-third of a sample of 8,000 international consumers in a range of developed countries believed that American foreign policy, including the war on terror and the war in Iraq, most influenced their image of America: 79 per cent of European and Canadian consumers distrust the American government, 50 per cent distrust American companies and 39 per cent distrust the American people (GMI, 2004).

Yet this is the country which, for the best part of a century, has been acknowledged as the world's most competent and most vigorous proponent of country branding. What has gone wrong with Brand America?

This special section begins with a paper by Jami A. Fullerton of Oklahoma State University, which examines international attitudes towards America, American brands and advertising. Following on from this, we reproduce the testimony recently given by Keith Reinhard to the US House Subcommittee on National Security, which is a most eloquent description and defence of true public diplomacy, and a subsequent interview given by Mr Reinhard to *Place Branding*.

By special invitation, Johnny Johansson, McCrane/Shaker Professor of International Business and Marketing at Georgetown University, gives his view on the current state and future prospects of 'the new Brand America'; and finally I have reproduced the opening chapter of my own recent book, 'Brand America', because of its obvious relevance to the topic of this section.

Simon Anholt
Managing Editor

Reference

GMI (2004) Study available from:
<www.gmi-mr.com/en/worldpoll/press_room_wppk_pr_12272004.phtml>.