



Global Branding and Country of Origin: Creativity and Passion

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Creativity, Global Branding and Country of Origin (CoO) represent conceptual fields of interest to both academics and practitioners. In the contemporary environment, business and customers are increasingly developing multi-faceted relationships nurtured by global drivers, such as international brands, but also by embedded elements, such the impact of specific geographical networks on creativity. As a result, the impact of Country of Origin on branding is, once again, a key topic in the global management field.

This collection provides an opportunity for leading marketing scholars to share up-to-date research while addressing both domestic and multinational strategies for understanding global marketing and consumers. The chapters include brand-consumer relationships in a global environment, Country of Origin impact on business to consumer and business to business markets and creativity at the territorial level from a network perspective.

This book was originally published as a special issue of *Journal of Global Scholars Marketing Science*.

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