

ANALYSIS OF COUNTRY BRAND VALUE AND CULTURE PERCEPTION

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Currently, intangible values are increasingly important in the management process of companies and governments, implying the need for more precise information. Among the most important intangible assets are the brands. It is through the brands that consumers choose and memorize their purchases, and so destine their money to something that can solve problems in their lives. The importance of image dimensions and culture perception in these constructs was verified. In this way the model with perception of culture is the most solid.

KEY WORDS: Perceptual country value, country image, culture perception.