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Brands and branding can sometimes seem pervasive. Yet, the geographies of brands and branding have been

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Abstract. This paper seeks to elucidate the geographies of brands and branding through interpreting their geographical entanglements. Focusing upon goods and services, it argues, first, that the object of the brand and the process of branding are geographical because they are entangled in inescapable spatial associations.

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Beyond the Nation Brand: The Role of Image and Identity in

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The question of where commodities such as branded goods and services are both from and associated with, is integral to their meaning and value, and raising such issues encourages reflection upon how we understand and explain the geographies of the economy, society, culture, ecology and polity

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