

Fabiana Gondim Mariutti (2017) Country Reputation: The Case of Brazil in the United Kingdom. LAP - Lambert Academic Publishing: Saarbrücken, 60pp. (ISBN 978-3330323209). Paperback.

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Brazil is a nation that has always been interested in understanding what the rest of the world thinks about the country, and has always pursued a promotion of its prestige and reputation internationally, even as part of its foreign relations objectives (Barman, 1988; Buarque, 2013, 2015; Rohter, 2008, 2012; Stolte, 2016). Although the literature on this subject already offers interpretations of that image in different areas, such as tourism (Bignami, 2002), journalism (Buarque, 2013, 2015), cinema (Amancio, 2000) and visitors to colonial and imperial Brazil (Bignami, 2002; Barreiro, 2002), only more recently there seems to be a growing academic interest in studying what this international image of Brazil means, how the country can work toward its promotion through nation branding, and why it is important to understand this global reputation. The subject is still developing in the work of international scholars, and one of the primary goals of Fabiana Mariutti's book is to help further open this field of studies.

"Country Reputation: The Case of Brazil in the United Kingdom" is a summary of Mariutti's PhD thesis, defended at the University of Leeds in February 2017. It connects a series of articles published by the author analysing Brazil's image through the perceptions of stakeholders in the United Kingdom (and Brazilians themselves), further developing studies in the area.

The book offers a very thorough analysis of the literature on country image, nation reputation and nation branding, and discusses the scarcity of analysis about this image, or brand, of Brazil in academic literature. The author explains how she searched for publications about country reputation mentioning Brazil, and argues she could not find any sources on Brazil's international reputation, either at Google Scholar or Web of Science. The country does not even appear in a similar search in many relevant journals and theses in the area, she notes.

The author argues for the importance of research in the area explaining that the image of Brazil is going through a process of rebuilding and rebranding. She mentions the political and economic volatilities of the country as well as the growing exposure it has received in the past few years.

Mariutti tries to discover why Brazil's reputation is, as she calls it, inconsistent. She uses a mixed-methodology to try to understand the image of the country projected by the media and the Brazilian government, and how it is perceived by people in the UK and by Brazilians. Her case study unfolds as a theoretical research puzzle linking her investigation of Brazil's inconsistent reputation with a theorisation of country reputation more broadly.

Her research presented in the book proposes that the perceived image of Brazil by UK residents is positive, presenting a medium-to-high country reputation. The analysis of UK news coverage, however, showed a low-to-medium country reputation. After finishing the analysis, she argues Brazil has a medium level of country reputation in the UK.

Mariutti argues that Brazil's country reputation is inconsistent because of contrasting associations with the country brand image, which results in a plethora of dichotomous and diverse images. There are positive and negative associations with the country by external and internal stakeholders, she finds, which express discrepancies over perceptions and impressions of Brazil's diverse images. According to her research, Brazil has continuously been projected and perceived in the UK as a country that has a powerful image.

The study presented in the book also confirms some of the most common stereotypes connected to Brazil's image in the rest of the world. It argues that the image of Brazil is seen as rich and positive in cultural aspects, mentioning 'carnival', 'music', 'indigenous tribes' and 'films' as ideas that are associated with Brazil. There are also negative aspects of that image, however, such as 'social inequality', 'poverty', 'corruption', 'political problems' and 'crime'.

As it was adapted from a PhD thesis, however, the book lacks a more palatable presentation to audiences outside the academic field. It would also benefit from having a comprehensive summary of the findings at the start, maybe a preface, in which the whole study could have been presented to the reader, and the text could have been rewritten to become cleaner.

Although the book has an impressive analysis of the literature and methodology regarding reputation and marketing of nations, it does not go much deeper in the analysis. The idea of using mixed methods ends up with mixed results. The author achieves small advances in all the areas she approaches, but does not push further with any of the methods and sources selected. Nevertheless, it is interesting to examine Brazil's reputation from the perspective of different stakeholders, which is a good opening for an area of study still not very well developed.

The theoretical approach used to present the research in the book also presents some limitations, as it is too close to marketing analysis and lacks a more critical approach. Mariutti herself admits that studies of country-of-origin (and marketing) have been the starting point for the nation-impact exploration, focusing on markets, and argues that there is need for a more holistic interpretation of country reputation. Still, her study does not really pay much attention to what is outside the marketing bubble.

Although the field of nation branding and studies of nation reputation are still in their infancy, there is already a strong line of critiques to the idea of connecting the ideas of nation and marketing. So much so that even Anholt (2007), the first to use the term nation branding, started to see it as naïve and superficial to think of it as standard product promotion.

Drawing less on market analysis and more on constructivist theories, scholars argue that nation branding can represent a transformation of business and the articulation of national identity, bringing consequences for the concept of the nation and the ideals of national citizenship (Aronczyk 2013). Other scholars also critique nation branding by arguing that it is a technique of neo-colonial governmentality that re-inscribes colonial logic and propagates colonial power relations (Mehta-Karia 2012).

Mariutti's book does in fact consider the importance of Brazilians self-perception and how the citizens need to get involved with the "brand" of the country, but does not really articulate the idea of national identity with that. National identity, however, plays a key role in nation branding, as the international image of nations are rooted in the reality of the nation's culture (Dinnie 2008).

Although Mariutti confirms the existence of stereotypes linked to the image of Brazil, she does not, however, analyse how the very idea of thinking of Brazil as a "brand" can be seen as responsible for reinforcing those stereotypes. Nation branding has been critiqued as such, for reproducing and enhancing stereotypes, implying that all citizens share broader characteristics, and rejecting diversity in terms of people, culture and ideas (Aronczyk 2013, Widler 2007).

These limitations are not enough to become a problem in the book, however. As one of the first academic works to really focus on understanding what is the reputation and brand of Brazil with foreign stakeholders, the book opens a wide area for future exploration into questions about how Brazil's brand is perceived in the world. It is a very good summary of the

theories and early findings and will appeal to academics interested in further studying how the image of Brazil (or any other nation) can be analysed from a country reputation point of view.

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