

# Country as brand, product, and beyond: A place market perspective

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Destination branding and the role of the stakeholders: The case of New Zealand. <i>Journal of Vacation Marketing</i> , 2003, 9, 285-299.	2.5	350
2	Smart State. <i>Queensland Review</i> , 2003, 10, 11-28.	0.1	8
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