

Rebuilding brand America: what we must do to restore our reputation and safeguard the future of American business abroad

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Abstrak

Anti-American feeling is at an all-time high. Other nations and cultures have singled out our businesses, government, and way of life for harsh scorn, widespread resentment, even violence. This book is an exploration of this phenomenon, from its causes and earliest manifestations to current efforts by businesses and other organizations to mitigate it. Based on a deep understanding of anti-Americanism's roots, "Rebuilding Brand America" is a call to action that will help U.S.-based companies prosper in global markets.