Branding the Middle East

Studies on Modern Orient

Volume 38

Branding the Middle East

Communication Strategies and Image Building from Qom to Casablanca

Edited by Steffen Wippel

DE GRUYTER

The present publication was funded by the Federal Ministry of Education and Research (BMBF, Merian Centre for Advanced Studies in the Maghreb/ MECAM). For further information please visit: https://mecam.tn





ISBN 978-3-11-074062-2 e-ISBN (PDF) 978-3-11-074110-0 e-ISBN (EPUB) 978-3-11-074115-5 DOI https://doi.org/9783110741100



This work is licensed under the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. For details go to https://creativecommons.org/licenses/by-nc-nd/4.0/.

Creative Commons license terms for re-use do not apply to any content (such as graphs, figures, photos, excerpts, etc.) not original to the Open Access publication and further permission may be required from the rights holder. The obligation to research and clear permission lies solely with the party re-using the material.

Library of Congress Control Number: 2023939557

Bibliographic information published by the Deutsche Nationalbibliothek

The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available on the Internet at http://dnb.dnb.de.

© 2023 the author(s) published by Walter de Gruyter GmbH, Berlin/Boston. This book is published with open access at www.degruyter.com.

Cover image: The Sailing Ship Monument on Al Wazarat Roundabout in Muscat, Oman Photo: Steffen Wippel, 2009.

Printing and binding: CPI books GmbH, Leck

www.degruyter.com