

Nation Branding, Soft, and Subtle Power Projection: A Comparative Study of UAE and Qatar

Research Question

How, if at all, does branding advance UAE and Qatar's strategic interests by creating a city brand for Dubai and Doha?

Argument

UAE and Qatar use branding as "soft" and "subtle" power tools to create a brand for Dubai and Doha, to exert symbolic power and advance their strategic interests.

The city brand helps create a national brand, as the country, vis-à-vis its iconic real estate properties, is sold like a product on the world stage.

Methods

Content and textual analysis of select interviews, financial reports, brochures, and advertisements.

