

Conceptualization of experience marketing and country branding from a marketing management perspective =
Elamusturunduse ja riigi brändimise kontseptualiseerimine turunduse juhtimise vaatenurgast
Same, Siiri 2015 https://www.ester.ee/record=b4463376*est

Visitors' destination brand engagement's effect on co-creation : an empirical study

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Smith, Dale L.G.; **Kukk, Jana**; Ghasemi-Marzbali, Ali The Routledge Companion to Corporate Branding 2022 / 17 p <https://doi.org/10.4324/9781003035749>