

**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.esther.ee/record=b4463376\\*est](https://www.esther.ee/record=b4463376*est)**