

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

Estonian identity construction between nation branding and building

Polese, Abel; Ambrosio, Thomas; **Kerikmäe, Tanel** Czech journal of international relations 2020 / p. 24-46
<https://doi.org/10.32422/mv.1690> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Estonie : la diplomatie du marketing national

Polese, Abel; Kerikmäe, Tanel; Seliverstova, Oleksandra De la communication en diplomatie 2018 / p. 64-71
<https://www.cairn.info/revue-hermes-la-revue-2018-2-page-64.htm?contenu=resume>