

A still-growing field, nation-branding, focusing on enhancing trade has been successfully initiated in many countries of the world. What sets the Habeebi Model apart is that it creates a cohesive narrative of the nation in which its art and culture, along with the human resources, are woven into the other more common elements of nation branding like tourism and trade. "It is as much an art as a science", said Sangeeth, a co-founder of Habeebi Global.

The growth of technology and the proliferation of social media has led largely to unforeseen levels of connectivity among people residing in different parts of the world. In such a highly connected world, brand differentiation is an important element, and can contribute to the future -and reinforce the history - of a nation. The Habeebi Model aims to do that in collaboration with multiple world governments in the coming months.



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