'If I huff and I puff'.
Foundations for building Brazil's image:
Evidence from an international systematic review

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ARTICLE DETAILS

ABSTRACT

This paper explores the strength of the academic foundations in building Brazil's country image. Over the past two decades we can observe a rapid development of country image research. From the literature, several conceptual frameworks are aligned to specific topics, for instance, country-of-origin, country brand models, among others. Specifically, focusing on Brazil's image research, this paper provides a systematic review of international articles published between 2001 and 2015. Additionally, most studies have examined Brazil's image from a 'tourism' perspective, followed by 'exports' mostly using quantitative methods. Therefore, this paper concludes that there is great potential for research about Brazil's image, providing an exciting opportunity to advance our knowledge on a wide-range of industries. By suggesting this, researchers could carry out further research regarding potential theoretical and methodological approaches aligned to several international markets. Furthermore, the outcomes can orientate new research alignments linked to Brazil's image and grounded in the context of the recent crises (e.g., economic, political, social and ethical).

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1. INTRODUCTION

The children's story of the Three Little Pigs is all about the foundational strength of each pigs' house, be it straw, sticks or stone. The metaphor is useful as we consider the literature for a systematic review of country image research and scholarship. Are the foundations for a discourse on country image strong and will they stand up to the winds of challenge and critique – or in the words of the story - to the wolf's threat "if I huff and I puff I'll blow your house down". This paper tests the robustness of the discussions to determine if the foundations of country image are built on straw, sticks or the more solid stone.

In the last decades, there has been an increasing interest in country brand research - specifically country image – focussed on key themes such as country-of-origin, country brand models, among others; or based on thematic dimensions such as economic, political, environmental, and cultural or government. In the literature on country brand – both academic research and business-consultancy - the relative importance of the country image has been subject to considerable debate. Academic researchers have also developed models in order to demonstrate the relevance of country brand (Ponzi, Fombrun and Gardberg, 2011). For Kaneva (2011, p.129), when arguing for an expanded critical research agenda on key topics in country branding research, he follows three categories - technical-economic, political, and cultural approaches – "that remain somewhat tied to disciplinary boundaries". However, according to Roth and Diamantopoulos (2009), the inconsistency in defining the country

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image construct resulted in considerable controversy, with authors using different concepts to define it, such as perceptions, impressions, associations, stereotypes, schemas, and beliefs. Nonetheless, these concepts are not broad enough to capture the domain of the country image or to analyse the country brand.

Meanwhile, the country image can be seen as construct of attitude (Brijs, 2006; Buhmann and Ingenhoff, 2015). This attitude-theory perspective, which considers three dimensions of country image (cognitive, affective, and conative), is considered the best way to conceptualize and operationalize the country image construct (Roth and Diamantopoulos, 2009).

While discussion continues about the best models for the understanding of country brand construct and respective dimensions as well in order to analyse a country image, many studies still need to be made. The country image, within the literature, has been studied since the 60s, but only recently it has been understood along with the country brand and the challenges of its management (country branding). The country image can be a significant strategic tool expressing an emotional and intangible component that affects various decisions related to every country, such as domestic tourism, investments, and product purchasing (Giraldi, 2016). Besides, a positive reputation and image is the expected result from country branding (Knott, Fyall and Jones, 2015).

This is certainly suitable in the case of Brazil because of the country growth, social and economic changes in the last decades. Brazil as an emergent country, which is the ninth economy in the world according to International Monetary Funding (IMF, 2017) plays a considerable role for a sustainable global economy, which emphasises the country's international relevance as a field of study. Since 2015, Brazil has been ranked ninth position (2 positions below its ranking in 2014) due to the recession that started at the end of 2014 (IMF, 2017). In view of that, this context should be not only used to enhance our understanding of theory but also practice in country brand image, management, and development.

Because it is a period of great social, economic and political transition for Brazil, as the seventh world economy, decisions, mistakes and successes occurred in the country, which reflect directly or indirectly in the rest of the world, increasingly connected, interconnected and interdependent.

Additionally, the latest political and economic events certainly put Brazil, probably not in the centre of attention but in a relevant position in the global scenario, which requires future research regarding investigations about the country's image.

Therefore, fundamentally, this paper aims to make a systematic review of the literature on Brazil's image, using the following databases: Scopus, Web of Science, Emerald, Science Direct and Google Scholar. The research hopes to find how many articles have been published in the social sciences area about Brazil's image in a fifteen-year period, the purpose of these articles (as topic, methodology and contributions), the methodology used and the nationality of the main authors. This period corresponds to a time of growth in the literature of country brand associated with country image. It also represents a recent time horizon in which Brazil has received international attention because of hosting mega events and several changes in the country.

2. LITERATURE REVIEW

This literature review has been divided into four parts.

The first part deals with the country image construct from a branding perspective (Jaffe and Nebenzahl, 2001; Winchester and Romaniuk, 2003; Pharr, 2005; Usunier, 2006; Insch and Florek, 2008; Pike, 2008; Roth and Diamantopoulos, 2009; Moilanen and Rainisto, 2009) - because the country image gained a new viewpoint, when it began to address the country brand, whose literature is recent and the articles about Brazil may also be related to Brazil's country brand.

The second part focuses on the country image linked to country-of-origin theory, from where the term country image was created and developed (Han, 1989; Roth and Romeo, 1992; Parameswaran and Pisharodi; 1992; Kotler et al., 1993; Shimp, 1993; Nebebzahl and Jaffe, 1996; Kotler and Gertner; 2004; Kotler and Keller, 2012; Usunier, 2006); mostly linking exported product-related topics (Dinnie, 2005; Moilanen and Rainisto, 2009; Kavaratzis, 2010; Ashworth and Kavaratzis, 2010; Warnaby and Medway, 2013). As it will be discussed later, the focus of the country-of-origin research area is the country-of-origin effect, which is also a research theme where we can find studies on Brazil's image.

The third part reviews papers which link country image and a country's brand models, which is a recent demand in the country branding literature and can help find the main stakeholders and sectors of the economy with which Brazil needs to promote and strengthen its image, and therefore to increase its country brand equity. These stakeholders (tourists, exporters, investors) are likely to be identified in studies of Brazil's image. Several researchers have explored diverse country's brand models (Mihailovish, 2006; Dinnie, 2016; Ponzi et al., 2011; Hanna and Rowley, 2011; Rojaz-Mendez, 2013; Lamm and Molne, 2013).

The fourth and last part of the literature review discusses the context of the socioeconomic changes in the country in which may influence country image – as an important issue for creating associations with the country. These changes can be strongly related to the situation of Brazil, because the country has hosted the FIFA World Cup in 2014 and hosted the Olympic Games in 2016. The Olympic Games or other major events can accelerate the changes in a country's image (Papadopoulos and Heslop, 2002). Studies on socioeconomic changes influencing country image were examined by several researchers (Szondi, 2007; Nowinska, 2012; Matiza and Oni 2013; Ruzzier and De Chernatony, 2013; Vdovichena and Olijnych, 2013; Harengel and Gbadamosi, 2014).

These specific sections in understanding the complexity of country image are debated from the literature, as follows:

2.1. Country image from a branding perspective

One of the main knowledge gaps in the field of study is that country branding theory is still in its early stages and rapidly growing as an academic field of investigation (Kavaratzis, 2005; Dinnie, 2005; Moilanen and Rainisto, 2009; Dinnie, 2016; Rainisto, 2009; Gertner, 2011; Warnaby and Medway, 2013). Even though many research areas have conducted country studies, there are only a few about country image and its dimensions and country branding (Jaffe and Nebenzahl, 2001; Winchester and Romaniuk, 2003; Pharr, 2005; Usunier, 2006; Insch and Florek, 2008; Pike, 2008; Roth and Diamantopoulos, 2009; Moilanen and Rainisto, 2009). On the other hand, some authors have chosen one country to investigate its image abroad using diverse methods - Poland by Florek (2005) and by Nowinska (2012), Slovenia by Ruzzier and De Chernatony (2013), Chile by Jimenez-

Martinez (2013) and Israel by Toledano and McKie (2013).

Consistently, people create an image in their minds regarding a country's image (Anholt, 2007; Kotler and Keller, 2012; Olins, 2013). Consequently, Olins (2013, no page) reinforces, "Nations are fighting for influence and spaces on people's minds". Martinez and Pina (2003, quoted in Maheshwari, 2010, p.32) say that the country images' "associations can be a direct experience with the product or service from secondary information sources such as television, newspaper, advertisements, and others or from inferences to pre-existing associations or relationships".

Kotler, Haider and Rein (1993, p. 141) formulate one of the most comprehensive concepts of country image, which is "The sum of beliefs and impressions people hold about places. Images represent a simplification of a large number of associations and pieces of information connected with a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place." Taking into consideration that Kotler et al. (1993) discuss a place's image and strategies that places can use to build on a positive image, or correct a negative one. The authors' remark on five aspects, which are critical to the development of a proper image: to be valid, to be believable, to be simple, to be distinctive, and to have appeal.

A few years ago, Kapferer (2008, p.174) stated that "image research focus on the way in which certain groups perceive a product, a brand, a politician, a company or a country". A recent reference from Kotler and Keller (2012, p.639) proposes the brand image as "the perceptions and beliefs held by consumers, as reflected in the associations held in the consumer memory". Likewise, Dinnie (2009, p.136) considers the country image as a being "determined by a far broader mix of factors than a country's products or services alone". Jaffe and Nebenzahl (2001) concur with this view, in their book in which country image is defined as "the impact that generalizations and perceptions about a country have on a person's evaluation of the country's products and/or brands". For White (2012, p.110) "country's image is something it has and exists in the perceptions of audiences". Fan (2010, paraphrased by Jain and Winner, 2013, p.109) considers that "while a country's reputation reflects how it is perceived, regardless of whether or not it

actively tries to manage its image, a nation brand is the outcome of intentionally applying principles and strategies of branding to influence a country's public image".

Furthermore, the images of countries are important stimuli for product evaluations, because they provoke associations and influence purchasing decisions (Hakala; Lemmetyinen and Kantola, 2013), bringing power and equity to the country brand. According to Dinnie (2009, p.15) nation brand is "the unique, multi-dimensional blend of elements that provide the nation with culturally grounded differentiation and relevance for all of its target audiences". As well as products and services brand is designed to be unique and competitive, the country brand aims for these same goals, contextualized to a larger setting, the nation (Anholt, 2007). As Kim et al. (2013, p.35) point out: "for a nation brand then number of brand touch points is almost infinite and far greater than for any product or company brand", which shows the complexity and diversity of stakeholders and targets.

These two concepts are similar, but different. While country image is linked to the associations, perceptions, impressions about a country brand and its products, country brand refers to a particular management process, the country branding, covering the strategy of using the branding elements like name, logo, among others, in order to create a distinct identity for the country in question, in order to distinguish it, as well as its offerings in international target markets (Pappu and Quester, 2010). Thus, the country's image is a powerful way to help the country brand to strengthen the country position in the international market, attracting visitors, buyers, investors to the country, by creating positive and favourable associations for the country and its products.

Essentially, brand identity precedes brand image (Aaker, 2004), as the country brand can remain as significance multi-dimensional images. A recent study by Harengel and Gbadamosi (2014, p.37) reports using country brand in order to launch strategically a nation image, as quoted: "although the nation identity concept comes with a range of challenges, it also forms the essential component of a proactive nation-brand building strategy". A well-established image is a beneficial tool for the branding of nations (Hakala; Lemmetyinen and Kantola, 2013). It affects not only the product's evaluation, but also other

results, such as investment and tourism (Heslop, Papadopoulos, Dowdles, Wall and Compeau, 2004; Giraldi, 2016). On the other hand, if a country brand is not well managed, it can be dominated by a negative image or a stereotype (Gilmore, 2002). Indeed, "Therefore, country branding becomes part of a self-perpetuating cycle: as (a) country promotes its brands, those brands will promote the country" points out Zeinalpour, Shahbazi, and Ezzatirad (2013, p.2).

2.2. Country image linked to country-of-origin

In fact, studies on perception that people have about the nations date from the 1930s (Roth and Diamantopoulos, 2009). However, in the last forty years, the number of studies has been increasing in order to identify the country-of-origin effect for the impact of the country's image on its products and services' perceptions internationally. This leads to the theoretical connection between country image and country-of-origin (COO), as country-of-origin perceptions are argued to be the mental associations and beliefs triggered by a country (Kotler and Keller, 2012, p.636), representing the country image, in which may be or not influenced by the COO. "In general, the country-of-origin effect refers to the influence of information about the country-of-origin in the attitudes and the behaviour regarding a product or a brand," says Giraldi and Ikeda (2009, p. 138).

According to Usunier (2006), since Schooler's first research about country-of-origin in 1965, this topic has been one of the most commonly researched in the field of marketing and consumer behaviour. Specifically, from the international marketing perspective, it is known that the "country-of-origin effect" is endorsed by Roth and Romeo (1992), Parameswaran and Pisharodi (1992), Kotler et al. (1993), Shimp (1993), Nebenzahl and Jaffe (1997), Kotler and Gertner (2004), Kotler and Keller (2012), Usunier (2006). The importance of checking the possible influence on consumer behaviour (the country origin effect) can be explained by the fact that consumer attitudes towards products of a particular country are of fundamental importance in determining marketing strategies (Nagashima, 1970).

It can be stated that most of these research studies emphasize the issue of the country with a focus on country image. However, although researchers in the field have been able to evidence

the significant presence of country effects, it is not yet clear how the country-of-origin information works and it still lacks more solid theoretical knowledge to understand these effects (Brijs, 2006). For example, research displays controversies, which demonstrate that the credibility of a brand within a given class of products was confirmed as being influenced by the country-of-origin (Aaker, 2004; Kotler and Keller, 2012). However, the opposite was also demonstrated (White, 2012, p.111) in which the brand image affects the perception of the country in which the product is made. White (2012, p.116) argues that different from previous COO studies, positive effects from brands to a country may happen contrasting to effects from country to brands - "since brand image affects country image whether or not the effect is intentional on the part of the company or on the part of the country".

In addition, the country-of-origin effect can vary in its magnitude. When consumers are familiar with a product category, reliance on indirect evidence such as the country-of-origin must be lower at the time of product evaluation (Laroche, Papadopoulos, Heslop and Mourali, 2005), which would decrease the effect of country-of-origin. To Ahmed, Johnson, Yang, Fatt, Teng and Boon (2004), the country-of-origin effect should be reduced with popular brands. It is also believed that when other external information is used, the source country effects are weakened (Kabadayi and Lerman, 2011).

Still, when it comes to country image, there is an inconsistency in the theoretical domains. According to Roth and Diamantopoulos (2009), country image can be gathered into three conceptual groups. The first group proposed by Nagashima (1970) is product image, PI. It is the country's image as the image of its products, and linked to their attributes. It can be characterized as the general consumer perceptions about the quality of products made in one country (Han 1989, p.222). The second group, called country image or country-of-origin image, CoI, considers the image of a country as the mental representation of a country and its population, including cognitive beliefs about the economic development stages and technology of the country, besides the affective ratings their social and political systems (Wang, Li, Barnes and Ahn, 2012). The third group, product country image, PCI, emphasizes the image of a country related to the role played by the country as the origin of their products (Roth and Diamantopoulos, 2009). This definition implies that a country's image and a product's image are different, but related, concepts (Wang, Zhou, Mou and Zhao 2014). Since this third definition can be interpreted as the country-of-origin effect, in this paper, only the first two definition groups were considered in the search for papers about Brazil image. In any of these conceptual groups, COO may influence favourably or unfavourably the country image, irrespective of the industry under consideration.

2.3. Country image linked to country's brand models

Turning to academic researchers' publications, there are several theoretical models conveyed in the social sciences setting. Five of them are discussed next.

A lot of emphasis has been placed on the model raised by Dinnie (2009) called the Nation Brand Architecture Model - NBAR. His research considers nation brand as the umbrella brand, which carries two types of brands: endorsed and standalone. Endorsed brands are the five categories, as follows: tourism; exports; inward investment, talent attraction and, sports. On the other hand, standalone brands are regions, cities and landmarks; products and services; sector-specific; skilled workers and university students; national teams and clubs; and cultural and political figures.

Another attempt to understand a nation's image was the exploratory study called the Nation Brand Molecule, NBM, (Rojaz-Mendez, 2013), using the term 'molecule' metaphorically. This proposes a set of seven dimensions that exist in people's minds regarding a country brand: economy, tourism, geography and nature, culture and heritage, society, science and technology, and government.

Lamm and Molne (2013) have developed the Nation Brand Tree: the country-of-origin are seeds going down to the roots, and then the branches are the brand confusion, where cluster brands and place brands are part of their communications. The clusters brands are the geographical location as brands per se from the country and place brands are cluster in different regions and cities. Consequently, up to the main branch shaping the crown of the tree plus the leaves mean the country brand itself. "The seeds, cluster brands, and place brands are all dimensions that forms into the united nation brand of a country" (Lamm and Molne, 2013, p.11). According to the author, there are two factors, which damage the image of a country: 'starlight effect' and 'brand confusion'. The past historical image is called the

'starlight effect', "when past historical events still affects the publics' perception of a brand" and the brand confusion, when the message of a country is not clear and well managed by the political leaders, the perception of the brand becomes confusing to the public" (p.13). Finally, the authors concluded that, "This affects domestic products and services negatively which means that the seeds of the nation will suffer and thus, the nation brand will suffer" (Lamm and Molne, 2013, p.13).

Another model is the Brand-Bonding Spectrum, BBS, (Mihailovich, 2006, p.247), which focuses on relationships once different levels of cooperation between the house brand (country brand) and the product brands, e.g. companies, products, people, events or places have been identified. The BBS model focuses on the brand architecture "which serves as a useful tool in helping brand strategists understand the strategic dynamics arising out of different relationships between house and product brands". His study concludes, "Like all brands, place brands are about relationships, beyond the customer. Lasting relationships are built on trust, which will hopefully all lead to greater employment, peace and prosperity for 'places' (Mihailovich, 2006, p.247).

(management); place brand articulation; and brand communications. "The model identifies the influences and action processes between these components, including brand identity and architecture, influencing brand experience" (Hanna and Rowley, 2011, p.458). The Strategic Place Brand Management model intends "to act both as a framework for contextualizing various streams of research in place branding, and to inform and support place marketing and brand managers". According to Hanna and Rowley (2011, p.471), "place brands are complex constructs, and it is therefore not easy to construct a model of place-branding processes. However, in the interest of effective theory building and the benchmarking of practice, it is important to seek to make progress towards a generic and holistic model of place brand management".

Regarding place branding concepts and processes, there are place branding models which take different perspectives on the branding process – respectively, relationship management, communications, and strategic planning; "none of these models are comprehensive and neither are they widely adopted or tested" (Hanna and Rowley, 2011, p.458).

Tab. 1
Summary of the Country Brand Models

Name of the Model	Author and Year	Perspective
Nation Brand Architecture Model - NBAR.	Dinnie (2009)	The country brand carries two types of brands. While endorsed brands are: tourism; exports; inward investment, talent attraction and, and sports; standalone brands are regions, cities and landmarks; products and services; sector-specific; skilled workers and university students; national teams and clubs; and cultural and political figures.
Nation Brand Molecule - NBM	Rojaz-Mendez (2013)	Metaphorically, a molecule brand that conveys two types of brands: endorsed and standalone, proposing seven dimensions of country brand: economy, tourism, geography and nature, culture and heritage, society, science and technology, and government
Nation Brand Tree	Lamm and Molne (2013)	While the country-of-origin are seeds down to the roots, the branches are the brand confusion, where cluster brands and place brands are part of their communications
Brand-Bonding Spectrum - BBS	(Mihailovich (2006)	Different levels of cooperation between the country brand and the product brands, e.g. companies, products, people, events or places
The Strategic Place Brand Management - SPBM	Hanna and Rowley (2011)	Multi-level and integrative conceptual model of strategic place brand entitled

Source: Developed by the authors.

Hanna and Rowley (2011) have proposed a multi-level and integrative conceptual model of strategic place brand entitled The Strategic Place Brand Management, SPBM. The SPBM model identifies the following components: place brand evaluation; brand infrastructure relationships, including infrastructure (regeneration) and stakeholder engagement

2.4 Context of the socioeconomic changes into country image

For a decade, a few authors report the influences of socioeconomic changes in a country image. For instance, research on Central and Eastern European Countries by Szondi (2007) and Poland's current status by Nowinska (2012). Alongside communicating

a country's changes and innovations, Zeinalpour et al. (2013, p.321) outline that countries are taking several approaches in order to promote themselves, for instance, global sports events, environmental issues, arts and cultural icons, and goodwill appearances by politicians. In view of that, a strong linkage between country brand and country image has been reported in the literature, as country branding involves the process of country image through country brand.

A detailed case study examination of the country brand during the transitional period after a crisis by Harengel and Gbadamosi (2014) showed that media outlets play a relevant and curious role regarding the nation image formation. The authors have examined the role of four newspapers in the construction of a country brand. From a qualitative case study approach, news media coverage was analysed in the United States of America, United Kingdom, Israel and China after the post-crisis in South Sudan. Harengel and Gbadamosi (2014, p.47) have found out that various topics were published by the international media and "emphasised the importance of considering different cultural perspectives when researching nation brands". In order to interpret the data collected, five topics applied to the study. The five main topics were Conflict, Internal Affairs, External Relations, Representation, and Opportunity. Considering the 're-launching' of the country brand, they concluded that "the post-conflict phase is an essential transitional period for a new nation brand" (p.50). Perhaps the most serious disadvantage of this study is that the focus was dispersed among four countries in order to build a cross-cultural case study. Harengel and Gbadamosi's (2014) analysis has overlooked the variance of quantity of each topic from each newspaper, for instance, there were, respectively, nine articles from the South China Morning Post, thirty-nine from the Jerusalem Post, twenty-eight from the Herald Tribune and seventy-one from the New York Times. Another major limitation of this case study is that "the analysis concentrated on print media, meaning a selection of other media forms might have led to different results" (p.51). However, in their ground-breaking paper, Harengel and Gbadamosi's (2014,) contribution is seen to be one of the first studies to trace the launch of a country brand. The authors' final suggestion is "that research on the internal national identity building process starts by identifying the unique communication channels that exist in the absence of conventional media channels" (p.51).

3. METHODOLOGY

This paper has engaged a qualitative approach (Bryman and Bell, 2007) and complementarily a quantitative analysis, based on secondary data of published studies in English. The exclusion of the Brazilian databases or Brazilian Portuguese publications is justified by the need of the internationalization of Brazil's research. Thus, the scope for the data collection was identified using the advanced search strategy from each journal's website oriented by the following procedures:

1) an iterative search of research studies about Brazil's country image;
2) a categorization of the characteristics of and content in these studies;
3) a quantitative and descriptive analysis of the data obtained.

The iterative search procedure started choosing the terms that can be related with studies about the image of Brazil. The following key words were used: 'Brazil image'; 'Brazil's image'; 'Brazil brand'; 'Brazil's brand image'; 'Brazil country-of-origin'; 'Brazil country-of-origin effect'. For identifying the main content, at least one key-word must be either on the titles or the abstracts. Images of specific places or cities in Brazil were not considered. The search was done using the following well-known databases: Web of Science, Scopus, Emerald, Science Direct and Scholar Google. For the purpose of analysis, firstly, the search was limited to the period 2001 to 2015, which corresponds to a recent period in which Brazil has undergone several changes, and also a period in which studies of country brand had grown in the international literature. Based on these criteria and an extensive search, nineteen studies were found. After the secondary data was obtained, each article was categorized into three variables resulting in three detailed Tables 2, 3 and 4 (Bryman and Bell, 2007) presented in the next section: Findings and Discussion.

Table 2 shows the first variable: Bibliographical Data. It contains the title of the article, authors, year of publication, and the name of the journal.

Table 3 has the second variable: Conceptual Framework. This variable consists on the specific topics linked to 'country image construct' and their link to the literature themes approached before in this paper: (i) country branding, (ii) country-of-origin and country-of-origin effect, (iii) country image,

product image or place image (like destination image) and, (iv) country's brand models and indexes.

Table 4 brings the third variable: Methodological Procedures. It shows the authors, followed by the year, the research design, the methods approaches, the data collection type and analysis. Based on these variables, the data was analysed and categorized in order to advance into the discussions and final considerations.

4. FINDINGS AND DISCUSSION

Both conceptually and methodologically, the published articles about Brazil's brand are diverse, as can be seen in Tables 2, 3 and 4. Different research approaches have been applied in the analysed papers.

It is apparent from Table 2, below, that there is a diversity of journals. Among the journals, the ones with greater participation are: Tourism Planning and

Tab. 2
Bibliographical Data.

Title	Authors	Journal
Dazed and confused? An exploratory study of the image of Brazil as a travel destination	Rezende-Parker; Morisson and Ismail (2003)	Journal of Vacation Marketing
Watercolour Multicolour: Brazil painted by foreign tourists	Gomes et. al (2010)	Estudios y Perspectivas en Turismo
The competitive identity of Brazil as a Dutch holiday destination	Benedetti, Cakmak and Dinnie (2011)	*Place Branding and Public Diplomacy*
Before and after the vuvuzela: identity, image and mega-events in South Africa, China and Brazil	Tomlinson, Bass and Bassett (2011)	*South African Geographical Journal*
Brazil's image as a social representation process	Giraldi, Giraldi and Scadutto (2011)	*African Journal of Business Management*
Differences on the image of Brazil in external markets according to consumers' age, gender, knowledge about the country and country of residence	Canto-Guina and Giraldi (2012)	*International Journal of Business Science and Applied Management*
The country-of-origin effect for Brazilian fresh fruits: a study using Partial Least Squares Procedures	Giraldi and Lopes (2012)	*Journal of Management Research*
Brazil's Image Abroad: How Can the Public and Private Sector Partnership Improve Marketing Strategies?	Mariutti, Giraldi and Costa (2013)	*Tourism Planning and Development*
When tourists are your "friends": Exploring the brand personality of Mexico and Brazil on Facebook	De Moya and Jain (2013)	*Public Relations Review*
Country Brand Identity: An Exploratory Study about the Brazil Brand with American Travel Agencies	Mariutti and Giraldi (2013)	*Tourism Planning and Development*
The Evaluation of Brazilian Beef in Europe: Consumers, Importers and Exporters' Perspectives	Canto-Guina and Giraldi (2013)	*International Food and Agribusiness Management Review*
The Image of Brazil as a Tourism Destination: An Exploratory Study of the American Market	Mariutti, Giraldi and Crescitelli (2013)	*International Journal of Business Administration*
An Analysis of Country Image of Brazil and Its Fresh Fruits: A Two Scales Comparison	Lopes, Giraldi and Aguiar (2014)	*Journal of Food Products Marketing*
Brazil's Image: ten country similarities and differences assessment	Strehlau, Strehlau and Silva (2014)	*Review of International Business*
Focus on Brazil: Country images held by Malaysian learners of Brazilian Portuguese.	Nikitina, Don and Cheong (2014)	*Calidoscopio*
Home country image attributes as source of competitive advantages: international brazilian fashion industry study.	Sutter, Polo and Maclennan (2014)	*Review of International Business*
Investigating attitudes towards three South American destinations in an emerging long haul market using a model of consumer-based brand equity (CBBE)	Bianchi, Pike and Lings (2014)	*Tourism Management*
Negative Film Plot and Tourists' Image and Intentions: The Case of City of God	Loureiro and Araujo (2015)	*Journal of Travel & Tourism Marketing*
The Country-of-origin Effect on Brazilian Beef Trade in Europe: The Moderating Role of Gender, Age, and Product Involvement	Canto-Guina and Giraldi (2015)	*Journal of Food Products Marketing*

Source: Developed by the authors

Development, Journal of Food Products Marketing and Review of International Business, with two articles each. However, most of them are business journals (African Journal of Business Management, International Journal of Business Science and Applied Management, Journal of Management Research, International Journal of Business Administration, International Food and Agribusiness Management Review, Journal of Food Products Marketing, Review of International Business). It was found a good portion of tourism journals: Tourism Planning and Development, Tourism Management, Journal of Travel and Tourism Marketing and Estudios y Perspectivas en Turismo.

A fundamental outcome is about the 'publication timing' variable - after 2011, most of the articles - seventeen - were published in the last five years. This numerical increase suggests growing recent interest in publishing scholarly articles on the Brazilian theme and context. This reflects increased productivity of articles but also potentially reflecting key activities and issues from the region in terms of not only trade and growth but also major events.

Clearly, another significant finding from this table (2) was about the authors' nationality. Out of nineteen studies, seven are foreign and twelve are made up of Brazilian researchers. Generally researchers are more inclined to conduct research in the researcher's own country due to ease of access to data and own interest. This demonstrates opportunities for more Brazilians to engage in research as it is an immature area of study for Brazil.

Even though there are a few studies about Brazil's image from the nineteen articles, nine of them explicitly refer to the country image construct, comparing to the literature review, which mentions that there are very few research studies about country image comparing to the overall publications internationally and other countries' researched. Nonetheless, a strong relationship between the conceptual framework topics and country image construct has been conveyed in the data.

Moving to the conceptual framework topics, in Table 3, a total of eight studies have examined Brazil's image from a tourism perspective focused exclusively on the destination image (42%). There are four papers that use Brazil's image as a destination, nevertheless in regard to specific aspects: Brazil brand personality, Brazil country brand identity, Brazil brand equity and marketing strategies from

public and private sector partnerships on Brazil's image abroad.

Six papers are bound to country image (32%) focused on Brazil. Five papers investigate about exports and products (beef and fruits), one about country image and the fashion industry, one about country image construct as a social representation process and one about Brazil's image held by foreign learners of Brazilian Portuguese. Three papers are evidently about 'country-of-origin' (16%); additionally, considering exports in this category, the tourism industry would be exported products/services-orientated. Furthermore, there are two papers linked to country branding theories (10%) focused on the tourism sector. The first one brings the country brand identity theme, which is very important because the identity is essential to the country branding. Besides, there is a connection between identity and image. The second paper is about consumer-based brand equity (CBBE) applied to countries, and the country image is part of this brand equity. None of the papers have used a 'country's brand model' in order to evaluate or discuss Brazil's brand studies. The most present dimension is the tourism one. This indicates the importance of tourists as stakeholders of a country and the tourism industry. The presence of many studies related with destination image indicates the significance of the tourism sector for building a country image.

Considering to the methodological analysis, as shown in the Table 4 below, it was found that, interestingly, seven papers have employed the quantitative approach, six have employed qualitative, three have employed mixed methods (qualitative and quantitative), and three are conceptual papers. Likewise, as mentioned in the literature review, Gertner (2011) agrees with the improvement in the quantitative approach in the field. Additionally, nine studies employed primary data, four of them have collected secondary data and six have used both, secondary and primary data, which follows Gertner's references (2011) concerning collecting primary data in order to advance in the field of country branding. By observing the techniques used in the articles, we note that those that have used a qualitative approach, have generally opted for interviews and content analysis. Quantitative analysis has a greater diversity of methods, from which the cluster analysis, the factor analysis, multiple linear regression and structural equation modelling were generated.

Tab. 3
Conceptual Framework.

Authors	Topics	Literature Linkages
Rezende-Parker; Morisson and Ismail (2003)	Tourism and Brazil's Image as a destination	
Gomes et. al (2010)	Tourism and Brazil's Image as a destination	
Benedetti, Cakmak and Dinnie (2011)	Tourism and Brazil's Image as a destination	
Tomlinson, Bass and Bassett (2011)	Tourism and Brazil's Image before and after mega events	Destination image
Mariutti, Giraldi and Crescitelli (2013)	Tourism and Brazil's Image as a destination	
Mariutti, Giraldi and Costa (2013)	Public and private sector partnerships, Brazil's Image as a destination and marketing communications strategies	
De Moya and Jain (2013)	Social Media, Tourism and Brand Personality	
Loureiro and Araujo (2015)	Tourism and Brazil's Image as a destination	
Giraldi, Giraldi and Scadutto (2011)	Social process (Analysis of Brazil's Image and its dimensions using the social representation theory)	
Canto-Guina and Giraldi (2012)	External markets and Brazil's Image	
Lopes, Giraldi and Aguiar (2014)	Brazilian Fresh fruits, Brazil's Image and Image Scales	
Nikitina, Don and Cheong (2014)	Brazil's Image, Foreign language and Learners of foreign languages	Country image
Sutter, Polo and Maclennan (2014)	Competitive advantages, Home country image, Brazilianism and of Fashion wear.	
Strehlau, Strehlau and Silva (2014)	Brazil's image, Similarities and Differences assessment	
Mariutti and Giraldi (2013)	Country Brand and Country Brand Identity, Tourism and Brazil's Image as destination	Country branding
Bianchi, Pike and Lings (2014)	Tourism and Brazil's Image as a destination, based on consumer based brand equity	
Giraldi and Lopes (2012)	Fresh fruits and Brazil's Image	
Canto-Guina and Giraldi (2013)	Brazilian Beef and Impressions of consumers, importers and exporters about this product	Country-of-origin
Canto-Guina and Giraldi (2015)	Country image and Brazilian Beef	

Source: Developed by the authors

5. CONCLUSIONS

This research demonstrates that only nineteen papers were published on Brazil´s image in international journals since the scope of the study excludes Brazilian productions in other languages. Most of them are recent (published after 2011) and come from business and tourism journals. The authors' nationality is diverse, and there is a balance between foreign and Brazilian authors.

Regarding the purpose of these articles, it was discovered that most of them examine the Brazilian country image as a tourist destination, but there are also some papers that deal with other important aspects: external markets, exports and exported products (like fruits, beef), public policy, partnerships, marketing and communication strategies of Brazil's image. Reflecting on the methodology used in this paper, the authors of the evaluated research papers have collected both secondary and primary data and there is nearly a balance between qualitative (31%) and quantitative (36%) approaches. Still, there is an increase in the quantitative approaches, sometimes used individually and sometimes along with qualitative methods. In qualitative articles, the most commonly used techniques are interviews and content analysis. For the quantitative studies data are analysed by clusters, factor analysis, regressions and structural models. They are followed evenly by mixed-methods (16%) and conceptual balance (16%).

As limitations, this descriptive study lacks an in-depth critical analysis of Brazil's current transitional moment (e.g., political, social, economic and ethical crises); however, this is not a political investigation. Another limitation is, perhaps, working to an historical timeline with the main facts collected in the

time frame (2001 to 2015). Furthermore, the scope of the journal search could be expanded in terms of databases in other languages. In view of these drawbacks, further research could be done regarding these issues from other disciplines and perspectives.

Together, these results provide important insights and directions for further research in order to carry out potential theoretical and methodological approaches which are also possible contributions due to the insights surrounding challenging conceptual frameworks linked to the country image as well. One of the main contributions is the recommendation for an agenda of future research focusing on country image considering social, political and economic changes. Another suggestion is investigating others products, sectors and market segments, which were clearly shown to be absent in the academic literature about Brazil's image.

Tab.4
Methodology Data

Authors	Research Design	Methods Approaches
Rezende-Parker; Morisson and Ismail (2003)	Quantitative and Exploratory	*Online discussion groups.* Secondary and p*rimary data.* Factor and Cluster analysis.
Gomes et. al (2010)	Qualitative and Exploratory	Ethnographic and in-depth interviews. Primary data
Benedetti, Cakmak and Dinnie (2011)	Quantitative and Exploratory	Interviews. Printed Questionnaire and Survey online. Secondary and p*rimary data. Cluster analysis.*
Tomlinson, Bass and Bassett (2011)	Theoretical and conceptual paper	Secondary data. Qualitative analysis. Content analysis.
Giraldi, Giraldi and Scadutto (2011)	Theoretical and conceptual paper	Secondary data. Qualitative analysis. Content analysis.
Canto-Guina and Giraldi (2012)	Quantitative and Descriptive	Survey. Secondary and p*rimary data*. Exploratory factor analysis.
Giraldi and Lopes (2012)	Quantitative and Descriptive	*Primary data. S*tructural equation modelling approach.
Mariutti, Giraldi and Costa (2013)	Theoretical and conceptual paper	Secondary data. Content analysis.
De Moya and Jain (2013)	Qualitative and Exploratory	Content analysis. Secondary data.
Mariutti and Giraldi (2013)	Qualitative and Exploratory	Interviews and Content analysis. Secondary and p*rimary data.*
Canto-Guina and Giraldi (2013)	Quantitative and qualitative. Exploratory	Survey and in-depth interviews. Primary data. Exploratory factor analysis and multiple regression analysis. Analysis of the interviews.
Mariutti, Giraldi and Crescitelli (2013)	Qualitative and Exploratory	Interviews and Content analysis. Secondary and p*rimary data.*
Lopes, Giraldi and Aguiar (2014)	Quantitative and Descriptive. Cross-sectional	Questionnaire. Primary data. Structural Equations Modelling. Analysis by using two different scales, one developed by Pisharodi and Parameswaran (1992) and the other by Nebenzahl, Jaffe, and Usunier (2003).
Strehlau, Strehlau and Silva (2014)	Quantitative and Descriptive	Survey. Primary data. Factor analysis and discriminant analysis.
Nikitina, Don and Cheong (2014)	Qualitative and Quantitative, Exploratory	Mixed methods study. Primary data. Open-ended questions, mean-values and rating.
Sutter, Polo and Maclennan (2014)	Qualitative and Exploratory	Interviews. Primary and Secondary data. Discourse analysis technique.
Bianchi, Pike and Lings (2014)	Quantitative and Descriptive. Cross-sectional	Survey. Primary data. Sample of Australian consumers. Questionnaire based on famous authors. Structural Equations Modelling (CBBE model).
Loureiro and Araujo (2015)	Quantitative and Descriptive. Cross-sectional	Survey. Primary data. Sample of university students in Lisbon. Questionnaire. Descriptive Analysis, Paired Samples t-test and Multiple Linear Regression.
Canto-Guina and Giraldi (2015)	Quantitative and qualitative. Exploratory	Survey. Primary data. Exploratory factor analysis and multiple regression analysis.

Source: Developed by the authors

Therefore, this paper makes a major contribution to research not only on the dynamic research domain of country image literature but also on Brazil's brand research status quo by conducting this evaluative study during significant years of economic change, global participation, and international impact for the country. Brazil plays a considerable role towards a future sustainable global economy, thus, these outcomes represent the foundations to build the image of Brazil and demonstrates that science and research should be used with confidence in order to investigate several industries and progress businesses internationally.

Returning to the paper theme: does this analysis demonstrate solidity in the foundational discourse on country brand and are we building theory from straw or stone? Our paper suggests we started from a modest foundation but are now moving into more solid times. We should be confident if more research adds to this knowledge that the wolf's threat will not be realised, and she will not damage the foundational knowledge of country brand.

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Note about the title of the paper:

The Three Little Pigs was included at The Nursery Rhymes of England (London and New York) in 1886 by James Halliwell-Phillipps. Printed versions of the story date back to the 1840s, but this fable/fairy tale itself is thought to be much older. Moreover, many versions of The Three Little Pigs have been recreated or have been modified over the years, by several authors, in different countries.

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'Se eu assoprar e assoprar'. Fundamentos para a construção da imagem do Brasil: Evidência de uma revisão sistemática internacional

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DETALHES DO ARTIGO	RESUMO

Este artigo explora a força das bases acadêmicas na construção da imagem do Brasil. Nas últimas duas décadas, podemos observar um rápido desenvolvimento da pesquisa da imagem do país. Da literatura, várias estruturas conceituais estão alinhadas a tópicos específicos, por exemplo, país de origem, modelos de marca país, entre outros. Especificamente, com foco na pesquisa de imagem no Brasil, este trabalho fornece uma revisão sistemática de artigos internacionais publicados entre 2001 e 2015. Além disso, a maioria dos estudos examinou a imagem do Brasil a partir de uma perspectiva de "turismo", seguida de "exportações" usando principalmente métodos quantitativos. Portanto, este artigo conclui que existe um grande potencial para pesquisas sobre a imagem do Brasil, proporcionando uma interessante oportunidade para avançar nosso conhecimento em uma ampla gama de indústrias. Ao sugerir isso, os pesquisadores poderiam realizar mais estudos sobre potenciais abordagens teóricas e metodológicas alinhadas a diversos mercados internacionais. Além disso, os resultados podem orientar novos alinhamentos de pesquisa ligados à imagem do Brasil e fundamentados no contexto das crises recentes (por exemplo, econômicas, políticas, sociais e éticas).