

## **Global brand of the country in modern technologies of the trade and marketing activity**

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**ABSTRACT.** In the article there have been studied the technologies of creation and measurement of country's brand power. There was proved that the existing approach to formation of the international rating of countries' brands needs methodological and organizational updating. There were suggested the priority-driven directions of positive image creation of Ukraine and formation of the brand-awareness in the format of global index determination of the national brand.

**KEY WORDS:** global country's brand, branding, index of the national brand, index of the country's brand.

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