



## Speakers Bureau



**Medinge Group Member Name**

Simon Anholt

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**Bio**

[www.earthsspeak.com](http://www.earthsspeak.com)

**Selected publications**

[www.earthsspeak.com](http://www.earthsspeak.com)

**Will travel for speaking engagement?** Yes, if fully paid

**Areas of specialization for expert sourcing**

Brands and branding, especially place branding

Economic development and brands

Developing countries and branding/marketing

Cultures, language and creativity

International advertising

Public diplomacy

Brand America

Cultural diplomacy

**Speech topics/presentations**

**Brand New Justice: How brands and branding can help build the economies of emerging markets.**

As told in my book of the same name (Elsevier, 2000 and new edition: 2004) - poor countries are kept poor because they can produce and consume but they can't *brand*. Branding is the crown jewels of developed economies - it's how we make most of our profit. This talk shows how better branding of exports and better branding of the country itself can make a significant difference to the speed at which poor countries develop.

**Brand America: The rise and fall of the world's most powerful brand.**

As told in my book of the same name (Cyan, 2004). Why countries are brands. And why America is the world's most powerful brand: planned, launched, managed and marketed as a brand on the global marketplace, this talk traces the history of how America made itself the world's brand leader, and how it currently risks throwing all that away.

**Another One Bites the Grass: Language, culture, creativity and international advertising.**

As told in my book of the same name (Wiley, 2000). All international communications need to be based on a sound understanding - and sensitivity towards - the mysteries of language, culture and creativity. Wacky stories and useful advice on how to make ideas cross borders - and get better in the process.