

如何建立台灣的國家品牌-從投資角度

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摘要

Nation Brand means in a certain time a country in other countries citizen' s entire image. The concept " Country just like a brand" has individual and positive, in modern environment brand already become a beneficial tool one in marketing strategy but build a Nation Brand is different from general marketing its more focus on nation' s unique cultural spirit. Its study is in a investment point of view investigate the factor build Taiwan Nation Brand the purpose is to understand how to make Taiwan' s investment more perfect. Through literature and data collection construction of an initial framework. Propose the basic conditions , public facilities, social environment, legal environment, economic environment, business environment and the development of knowledge-based economy this index. use AHP questionnaire understand the importance of every assessment criteria, accordind to its values and sort to conduct analysis and then metiom the advice to support the investment point of view investigate Nation Brand has a reference.

關鍵字：Nation Brand、Investment、Analytic Hierarchy Process