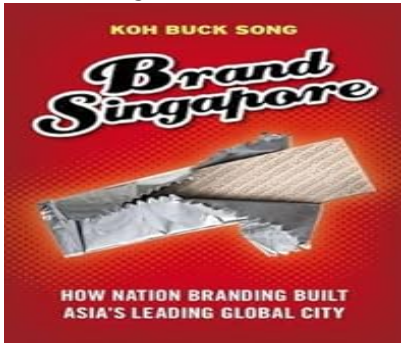


Brand Singapore: How Nation Branding Built Asia's Leading Global City By Koh Buck Song

Brand Singapore: How Nation Branding Built Asia's Leading Global City Some interesting takes on Singapore, Was expecting something else though when I first saw the title. still a decent read Koh Buck Song



Koh Buck Song born 1963 has an MA in English from Cambridge University UK. He went to Harvard University in the United States in 2003 to do a Master in Public Administration degree as a Mason Fellow at the Kennedy School of Government: His poems have been featured in publications and on Singapore TV and radio and also at the National Museum and the Esplanade Theatres on the Bay arts centre. It helped a lil with my paper. This is his sixth book.(Excerpt from The Ocean of Ambition).