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The purpose of the article is to show the activities and the ways and extent of involvement of different types of stakeholders in the process of branding the region abroad. For this purpose, semi-structured individual interviews were conducted with one employee of each of the selected five regional offices in Brussels. The essence and motives for branding the region, the perceptions of the role of the regional offices and the ways in which stakeholder groups are involved in the process were analyzed.

[Katarzyna Janiszewska, Kreowanie marek regionów za granicą przez różne grupy interesariuszy na przykładzie wybranych polskich województw](#)  
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