

# Brand - aid

- image of America is really bad
  - they're exploitative (take what they want)
  - promote values, that other countries do not necessarily accept
  - they break promises given to the world  
(liberty, life, pursuit of happiness)
  - arrogance
  - political mistakes (Afghanistan, atomic bomb → Japan)  
Vietnam
- why is it important to be liked?
- tourism, prohibiting terrorism, friends, need to have allies

Change: New president, stress positive values