Scotland--the Brand: The Making Of Scottish Heritage

David McCrone Angela Morris Richard Kiely

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The book is particularly topical today when so much is being done by the Scottish tourist board and other organisations to re-develop the "backward" tartan and shortbread image that Scotland has acquired over the years (well, since Sir Walter Scott really). Interesting reading for Scots and non-Scots alike. Read more. Comment| One person found this helpful. Was this review helpful to you? Yes. No. Scottish Brick Articles. + Scottish bricks found on shipwrecks. Manufactured in Scotland and branded for National & Overseas Customers. Scottish Brickmaker Adverts. Scottish Brickmakers Abroad. Please look at the list of Scottish bricks so far rescued. Click here. If you have one in your back garden that I do not have listed as being in my possession, then please feel free to get in touch if you would like to donate it to the cause. You may, of course, wish to keep your brick, in which case I would be very grateful if you could forward a close up photograph of the brick so I can add its image to the Scottish brickmark list. There are many brickmarks and variations on a theme still to be found; back gardens will be hiding many of them! Scotland - The Brand book. Read reviews from world's largest community for readers. Tartanry and 'Balmoralty': is Scotland's thriving heritage industry an economic blessing or the curse of negative stereotyping? Since the eighteenth century, heritage has been synonymous with 'heritage tourism'. This book is the first to explore the images which this industry conveys and to analyse its centrality to Scotland's definition of itself.