Branding Israel (Video)

Note: You may not access this unless you are a registered educator with Globalens.

To access this video: Open the teaching note at the case detail page (Login may be required).

You can become a registered educator by visiting our educator registration page.

The Branding Israel video complements the Branding Israel Cases A & B. It consists of two short clips that are available to educators for classroom use only. The videos are actual recorded segments from the Insight Research Group’s focus group research on perceptions of Israel, and are a vivid way to show students the actual reactions and opinions from the focus groups.