

**Antonija Jozić**  
University of Rijeka  
Faculty of Tourism and Hospitality  
Management  
51410 Opatija, Croatia  
antonija.jozic@yahoo.com

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# BOOK REVIEW: “Brendiranje kulturom: glagoljica”

**Authors:** Horvat J., Forjan J.

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Branding is a marketing activity by which a branded phenomenon (product, company, local or national community) is unambiguously identified with a meaning constructed in the consumer's mind. Authors Horvat and Forjan published the book “Brendiranje kulturom: glagoljica” (Cultural Branding: Glagolitic Script) at the end of 2023. The book is accompanied by two reviews, and it was published by the increasingly reputable publisher Andizet Institute, under the financial support of the Ministry of Foreign and European Affairs. In the book “Brendiranje kulturom: glagoljica”, the authors systematically elaborate on the concept of cultural branding and exemplify it with the Glagolitic script. The Glagolitic script is a cultural phenomenon that was included on the list of intangible cultural heritage of the Republic of Croatia in 2014. The authors emphasize that the book is the result of nine years of work focused on scientific and professional research into the potential of the Glagolitic script in cultural branding. January 2023 is cited as the direct incentive and occasion for publishing the book “Brendiranje kulturom: glagoljica”, when the Republic of Croatia, after entering the European

Monetary Union, marked euro coins in denominations of 5, 2, and 1 cent with the Glagolitic script.

The research study “Brendiranje kulturom: glagoljica” comprises four chapters: Glagolitic Script in the Circular Creativity Model, Novel Az – the Origin of the Circular Creativity Model, Sectoral Results, and Cultural Branding: Glagolitic Script in the Circular Creativity Model. The inclusion of keywords such as creative industry, methodology, fundamental cultural expression, Glagolitic script, and circular creativity, attests to its broad scope.

Presented and elaborated upon in the first chapter, the Circular Creativity Model is an original scientific contribution by the authors. It is important to note that this is a kind of novelty in the branding process, closely linked to the creative industry, which has not yet been formally institutionalized in the Republic of Croatia. The authors provide a detailed description of the Circular Creativity Model and then link it to the Glagolitic script, a traditional Croatian script, declared intangible cultural heritage of the Republic of Croatia. However, the Glagolitic script is examined in all chapters of the book from a theoretical and/or experimental point of view. As stated by the authors and confirmed by the reviewers, the established methodology of the Circular Creativity Model can be applied to other cultural goods of (in)intangible cultural heritage as a process for branding culture by circulating the core idea through the creative industry sectors. The concept of the Circular Creativity Model lies in the planned circulation of the fundamental cul-

tural template (literary text) through all sectors of the creative industry. Through such circulation, the underlying cultural template is interpreted in each of the creative industry media, resulting in a comprehensively branded conceptual origin (Horvat and Forjan, 2023: 5).

The second chapter of the book, titled “Novel Az – the Origin of the Circular Creativity Model”, presents discussions between two scientists from humanistic studies. These two scientists elucidate the literary text by Jasna Horvat – The Novel Az, published by Naklada Ljevak in 2009 and later in its second edition in 2020. This literary text was awarded the Josip Juraj Strossmayer Literary Award by the Croatian Academy of Sciences and Arts in 2010. It also served as the conceptual template for applying the Circular Creativity Model to the phenomenon of the Croatian Glagolitic script in the book “Cultural Branding: Glagolitic Script”.

Along with detailed discussions by Hrvojkja Mihanović Salopek and Milica Lukić, the second chapter provides an explanation of the Croatian Academy of Sciences and Arts award given to this novel. It also provides selected excerpts from the novel, including the chapter “Slovarij: azbukvidnjak”, which succinctly explains all Glagolitic characters, and the chapter “Vector Reading of the Glagolitic script” with a matrix view of the Glagolitic script system.

The third chapter, “Sectoral Results”, describes and critically analyzes sectoral circulation of the novel Az (Horvat 2009 and 2020) through sectors of the creative industry: architecture, audio-visual arts, heritage, design, music, performing arts, books and publishing, media, advertising and market communications, applied arts, computer games and new media, and visual arts. This chapter consists of sixteen subchapters dedicated to various products and creative industries named according to the key contribution of the described experiment: Sundial, Who Am I?, Glagolitic Hall, Meandering Glagolitic Murals, Glagolitic Game, Glagolitic Evening, Multimedia Guided Tour of the Glagolitic Hall, Millennium Competition in the Creative Industry, Millennium Stars, Ave Medallion, Sweet Az, Alkar Mural, Virtual Alkar, Alkar Computer Font, Glagolitic Chant, and Croatian Cultural Passport on the Silk Road.

In these 16 subchapters, the creation of each creative product (projects, services, or creative content)

is explained based on the Glagolitic script and realized in one of the creative industry sectors.

Creation, connection to the fundamental cultural expression, conceptual initiators, media visibility, and market effectiveness, are described for each product. The subchapters are accompanied by illustrations, QR codes linking to online content, making the third chapter a multimedia manual and conceptual guide for future users of the Circular Creativity Model.

The fourth chapter, “Cultural Branding: Glagolitic Script in the Circular Creativity Model”, consolidates previous chapters and divides key concepts into four subchapters: Branding and the Circular Creativity Model, Cultural Branding, Branding with the Glagolitic Script, Effects of Branding with the Glagolitic Script, and Continuation of Branding with the Glagolitic Script. The authors conclude that “culture is a resource multiplies by consumption”. They also see the Circular Creativity Model as a template for “the process of comprehensive cultural branding with effects of global reach” (Horvat and Forjan, 2023: 114). Furthermore, the fourth chapter theoretically documents the analyzed phenomenon, and the subchapter on the Effects of Branding with the Glagolitic Script describes the spillover of cultural branding into education, tourism, and creative industry activities, as well as the enhancement of diplomatic and economic reputation.

The book “Brendiranje kulturom: glagoljica” expands knowledge in social sciences and other scientific studies related to knowledge about the Glagolitic script (humanities), communication (information sciences, sociology, and communication studies), and the production of creative products (artistic fields). Equipped with 6 tables, 68 images, one diagram, and a list of references, the book is intended for students of various scientific disciplines, scientists and researchers, policymakers, and entrepreneurs.

#### LITERATURE:

1. Horvat, J. and Forjan, J. (2023). *Brendiranje kulturom: glagoljica*. Osijek: Andizet – Institut za znanstvena i umjetnička istraživanja u kreativnoj industriji.