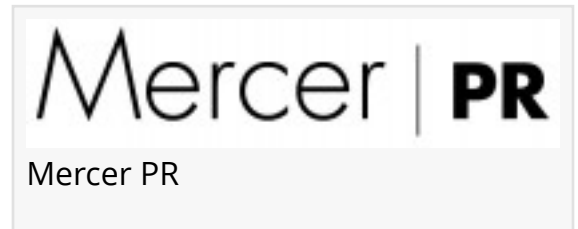


# Brand America has Suffered Global Damage - Mercer PR

*An Australian PR strategist who lived in the USA for almost seven years believes the American "brand" has taken a battering over the past eight years.*

BRISBANE, AUSTRALIA, July 28, 2016 /EINPresswire.com/  
-- Brand America has suffered global damage - Mercer PR.



An Australian public relations strategist who lived in the USA for almost seven years believes the American "brand" - which once was seen as the pinnacle of leadership, freedom and prosperity - has taken a battering over the past eight years, ceding the international leadership role to Europe and Asia.

Managing Director of Mercer PR, which specialises in reputation and issues management, has attributed the USA's loss of reputation to a combination of the Obama Administration's foreign policies, the current presidential election race, continual gun violence and the increase in racial tensions.

Mr Mercer said while he loves America and still considers it the west's ultimate symbol of peace and democracy, the rest of the world "doesn't look at America with awe anymore".

"Through two world wars, the cold war and 9-11, the USA has been the nation the rest of the world looked to for leadership, but its international presence is now diminished, and the current presidential race is being looked upon outside of America with a mixture of bemusement, anguish and horror," he explained.

He said the reputational problems started with President Obama's international apology tour taken after he took office, and has continued with the weak responses to internal violence.

"Racism from both the white and black sides has portrayed the USA as a country in crisis and the response from the President and lawmakers to deal with both gun related crime and racial tensions has lacked strength and resolve."

Mr Mercer said outside the US, Donald Trump is seen as reckless and unbecoming of an

American leader and Hillary Clinton is looked upon with suspicion due to her record and her husband's legacy.

However, he said America can regain the mantle of world leader again, by making decisions that portray leadership and strength.

"When your brand is damaged, it takes an intentional effort to regain the lost ground, and I believe this is important because while I am no foreign policy expert, it's clear to all that the world is a better place with a strong America."

About Lyall Mercer:

Lyall is a media and public relations consultant to leading companies and organisations across Australia and internationally. He was a media adviser to Australia's major conservative political party and has advised politicians at local, state and federal government levels. He lived in the USA from 2002 to 2008 and trained business and church leaders across the USA and Canada. A respected strategist in reputation and issues management and crisis communications, Lyall is called to deal with situations across the world, and in 2010 was engaged by the family of American teenage sailor Abby Sunderland to assist with the global interest and criticism after her world voyage ended in the Indian Ocean.

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