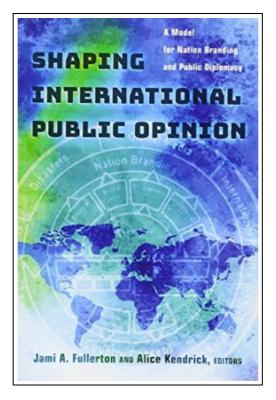
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Reviews

Simply no terms to clarify. It is actually loaded with knowledge and wisdom I am just delighted to let you know that this is the very best publication i have got read through during my individual lifestyle and could be he very best pdf for actually.

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SHAPING INTERNATIONAL PUBLIC OPINION: A MODEL FOR NATION BRANDING AND PUBLIC DIPLOMACY (PAPERBACK)



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Peter Lang Publishing Inc, United States, 2016. Paperback. Condition: New. New edition. Language: English. Brand New Book. Bridging two camps in the field of international public opinion - nation branding and public diplomacy - this book presents a first-of-its-kind cohesive framework with which readers can better research, teach, practice, and understand the field. At its core is the introduction of the Model of Country Concept, which illustrates the array of factors, including hard- and soft-power initiatives, that shape how global citizens form their opinions about other countries. Each chapter applies the Model of Country Concept across a wide geographic, methodological, and disciplinary range of qualitative and quantitative research studies. They include traditional and social media content, international educational exchange programs, tourism, government-sponsored programs, and entertainment. By way of definitions, prior research findings, professional best practices, and published theories and models, the book offers a framework for future positioning of both practice around and research about nation branding and public diplomacy. Written for practitioners, researchers, teachers, and students of public diplomacy, international relations, media/journalism, and strategic communication, among others, the book offers a comprehensive yet approachable solution for framing a conversation about the heterodox nature of nation branding and public diplomacy, and advances the field through original research.

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