

1. Record Nr.	UNINA9910165151103321
Autore	Sevin Efe
Titolo	Public Diplomacy and the Implementation of Foreign Policy in the US, Sweden and Turkey // by Efe Sevin
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2017
ISBN	3-319-49334-5
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIX, 248 p. 21 illus.)
Collana	Palgrave Macmillan Series in Global Public Diplomacy
Disciplina	327.1
Soggetti	International relations Diplomacy Comparative politics Political communication Political theory Foreign Policy Comparative Politics Political Communication Political Theory
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. The Need for Communication -- 2. Public Diplomacy: The New Foreign Policy 'Tool' -- 3. Six Pathways of Connection: A Theoretical Framework -- 4. The Pioneer of Public Diplomacy: United States of America -- 5. Collaboration and Public Diplomacy: Sweden -- 6. History and Culture: Turkey -- 7. Six Pathways of Connection: A Practical Roadmap -- 8. Conclusion: Connecting Foreign Policy and Communication.
Sommario/riassunto	This book presents a comprehensive framework, six pathways of connection, which explains the impact of public diplomacy on achieving foreign policy goals. The comparative study of three important public diplomacy practitioners with distinctive challenges and approaches shows the necessity to move beyond soft power to appreciate the role of public diplomacy in global politics. Through theoretical discussions and case studies, six pathways of connection is presented as a

framework to design new public diplomacy projects and measure their impact on foreign policy.
