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Nota di contenuto	Chapter 1. Introduction: New Dimensions in the Politics of Image and Aid, James Pamment and Karin Gwinn Wilkins -- Chapter 2. Communication at the Crossroads of Development, Public Diplomacy & Soft Power, James Pamment -- Chapter 3. The Business of Bilateral Branding, Karin Gwinn Wilkins -- Chapter 4. Nation Branding, Neoliberal Development, and the Remaking of the Nation-State: Lessons from Post-War Kosovo, Nadia Kaneva. Chapter 5. Odd Bedfellows? U.S. Pub(l)ic Diplomacy, Colombian Industry Policy, and the Development of Sex Tourism in Cartagena, Olga Lucia & Toby Miller -- Chapter 6. Entitled to Benevolence? South Korea's Government-Sponsored Volunteers as Public Diplomacy and Development Actors, Kyung Sun (Karen) Lee -- Chapter 7. The Slow Re-unification of Development Assistance and Public Diplomacy: Exchange and Collaboration Activities Through the Swedish Institute 1973-2012, Andreas Åkerlund -- Chapter 8. State-Civil Society Partnership in International Aid and Public Diplomacy: The Case of Turkey and

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**Sommario/riassunto**

This edited collection draws upon interdisciplinary research to explore new dimensions in the politics of image and aid. While development communication and public diplomacy are established research fields, there is little scholarship that seeks to understand how the two areas relate to one another. However, international development doctrine in the US, UK and elsewhere increasingly suggests that they are integrated-or at the very least should be-at the level of national strategy. This timely volume considers a variety of cases in diverse regions, drawing upon a combination of theoretical and conceptual lenses that combine a focus on both aid and image. The result is a text that seeks to establish a new body of knowledge on how contemporary debates into public diplomacy, soft power and the national image are fundamentally changing not just the communication of aid, but its wider strategies, modalities and practices.

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