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Sommario/riassunto	This book explores the effectiveness of the Chinese government's recent public diplomacy efforts aimed at building its national image, and how these efforts may influence foreign public's view of China. Based on in-depth interviews, media-content analysis and public opinion-poll data, the book discusses Chinese leaders' foreign visits, Chinese media's overseas expansion, Confucius institutes, global mega events, and Chinese government's new policies to attract foreign students, providing not only background information, but also insights from scholars and experts. Although intended mainly for students majoring in communications, Chinese studies, public relations and

international relations, it is also of interest to anyone studying China or public diplomacy. .

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