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Sommario/riassunto	Diplomacy has assembled an outstanding roster of experts in the field. A close reading of the articles reveals that they don't always agree on the role of business or even on the definition of public diplomacy. Is it propaganda, public relations, public affairs, a combination of these, or yet something different? The contributors come from academia, business, and non-profit entities, both in the United States and Europe and perhaps their views of the proper role of business are shaped by their affiliations.