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Nota di contenuto	Preliminary Material / Louis Clerc , Nikolas Glover and Paul Jordan -- Representing the Small States of Northern Europe: Between Imagined and Imaged Communities / Louis Clerc and Nikolas Glover -- The Nationalisation of Swedish Enlightenment Activities Abroad: Civil Society Actors and Their Impact on State Politics / Andreas Åkerlund -- Open Diplomacy and Minority Rights: The League of Nations and Lithuania's International Image in the Early 1920s / Chiara Tessaris -- Countering "The Obtuse Arguments of the Bolsheviks": Estonian Information Work in Sweden, the United States and Britain, 1940–1944 / Kaarel Piirimäe -- The Office for Cultural Relations: Representing Norway in the Post-War Period / Svein Ivar Angell -- A Public Diplomacy Entrepreneur: Danish Ambassador Bodil Begtrup in Iceland, Switzerland and Portugal, 1949–1973 / Kristine Kjærsgaard -- A Total Image Deconstructed: The Corporate Analogy and the Legitimacy of Promoting Sweden Abroad in the 1960s / Nikolas Glover -- "Gaining

Recognition and Understanding on her own terms”: The Bureaucracy of Finland’s Image Policy, 1948–66 / Louis Clerc -- American Mirrors and Swedish Self-Portraits: US Images of Sweden and Swedish Public Diplomacy in the USA in the 1970s and 80s / Carl Marklund -- Diplomacy and Diasporas, Self-Perceptions and Representations: Baltic Attempts to Promote Independence, 1989–1991 / Una Bergmane -- Walking in Singing: Brand Estonia, the Eurovision Song Contest and Estonia’s Self-Proclaimed Return to Europe, 2001–2002 / Paul Jordan -- Public Diplomacy vs Nation Branding: The Case of Denmark after the Cartoon Crisis / Mads Mordhorst -- Benevolent Assistance and Cognitive Colonisation: Nordic Involvement with the Baltic States since the 1990s / Kazimierz Musia -- Small-State Identities: Promotions Past and Present / Christopher Browning -- Bibliography / Louis Clerc , Nikolas Glover and Paul Jordan -- Name Index / Louis Clerc , Nikolas Glover and Paul Jordan -- Subject Index / Louis Clerc , Nikolas Glover and Paul Jordan.

Sommario/riassunto

Histories of Public Diplomacy and Nation Branding in the Nordic and Baltic Countries provides an historical perspective on public diplomacy and nation branding in the Nordic and Baltic countries from 1900 to the present day. It highlights continuity and change in the efforts to strategically represent these nations abroad, and shows how a self-understanding of being peripheral has led to similarities in the deployed practices throughout the Nordic-Baltic region. Edited by Louis Clerc, Nikolas Glover and Paul Jordan, the volume examines a range of actors that have attempted to influence foreign opinions and strengthen their country’s political and commercial position. Variouslly labelled propaganda, information, diplomacy and branding, these constant efforts to enhance the national image abroad have affected how the nation has been imagined in the domestic context.

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