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Nota di contenuto	Intro -- Foreword -- References -- Contents -- Contributors -- Introduction: The Rationale for a Communication Perspective -- 1 The Book -- References -- Part I: Conceptual Approaches -- Diplomacy in the Context of Political Science, International Relations and Strategic Studies -- 1 Diplomacy in Political Science -- 2 Diplomacy in International Relations -- 3 Diplomacy in Strategy/Strategic Studies -- References -- From Diplomacy to (New) Public Diplomacy: A Communication Perspective -- 1 Introduction -- 2 The First Period: Path-Dependence Diplomacy -- 3 The Second Period: Resource-Dependence Diplomacy -- 4 The Third Period: The Societal Injunction to Transparency -- 5 The Fourth Period: Public Diplomacy and Soft Power -- 6 The Fifth Period: Public Diplomacy and Communication -- 6.1 Public Diplomacy and Public Relations -- 6.2 Public Relations and International Public Relations -- 7 The Sixth Period: Diplomacy in the Digital Age -- 8 Institutional Theories, Communication, and Public Diplomacy -- 9 Conclusion -- References -- From Corporate to Organisational Diplomacy -- 1 Introduction -- 2 The Rise of Corporate Diplomacy in a ``Risk Society´´ -- 3 The Social Construction of Transnational Not-for-Profit Organisations: The Use of Mimetic Isomorphism -- 4 The Need for an Inclusive Umbrella: From Corporate

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	Partnerships for Major League Sports Facilities; Notes; Bibliography; Index
Sommario/riassunto	"This volume takes readers inside the high-stakes game of public-private partnerships for major league sports facilities, explaining why some cities made better deals than others, assessing the best practices and common pitfalls in deal structuring and facility leases, as well as highlighting important differences across markets, leagues, facility types, public actors, subsidy delivery mechanisms, and urban development aspirations. It concludes with speculations about the next round of facility replacement amidst rapid changes in broadcast technology, shrinking domestic audiences, and the globalization of sport"--