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Nota di contenuto	1. Introduction -- 2. The Intersection of International Relations, Soft Power, and International Higher Education -- 3. International Higher Education as a Soft Power Tool: Promoting Intercultural Understanding and Diplomacy in Foreign Policy -- 4. Understanding the Role of International Higher Education in Nation Branding and Soft Power -- 5. Soft Power and International Higher Education: The Role of Higher Education in Promoting Cultural Understanding and National Identity -- 6. Conclusion.
Sommario/riassunto	This book offers a comprehensive analysis of international higher education and soft power as cultural diplomacy, through a study of Morocco and South Korea. It draws on extensive original research to explore the social, political, and economic factors that have shaped the international standing of both countries in terms of higher education.

The research reveals the importance of higher education in promoting soft power and the role of international universities in enhancing the international reputation of a country. The book's key findings demonstrate the impact of soft power as cultural diplomacy on international relations and the contribution it makes to research in the field of international higher education.

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