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Nota di contenuto	Introduction -- A dynamic field in a changing world -- Perspectives on the new public diplomacy -- United States -- United Kingdom -- Sweden -- Prospects for a new public diplomacy.
Sommario/riassunto	This book examines the concept of new public diplomacy against empirical data derived from three country case studies, in order to offer a systematic assessment of policy and practice in the early 21st century. The new public diplomacy (PD) is a major paradigm shift in international political communication. Globalisation and a new media landscape challenge traditional foreign ministry 'gatekeeper' structures, and foreign ministries can no longer lay claim to being sole or dominant actors in communicating foreign policy. This demands new

ways of elucidating foreign policy to a range of

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