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Nota di contenuto	Introduction: decentering American history / Jessica C.E. Gienow-Hecht. Pt. I. Inverting Americanization. Who said "Americanization"? The case of twentieth-century advertising and mass marketing from a British perspective / Stefan Schwarzkopf -- Die antideutsche Welle: the anti-German wave, public diplomacy, and intercultural relations in Cold War America / Brian C. Etheridge. Pt. II. Internationalism. Chinese debates on modernization and the West after the Great War / Dominic Sachsenmaier -- "For the genuine culture of the Americas": musical folklore, popular arts, and the cultural politics of Pan Americanism, 1933-50 / Corinne A. Pernet. Pt. III. Non-governmental influences. "The other side of the war": memory and meaning at the War Remnants Museum of Vietnam / Scott Laderman -- Americanized protests? The

British and West German protests against nuclear weapons and the pacifist roots of the West German New Left, 1957-64 / Holger Nehring. Pt. IV. Cultural violence. Misperceptions of empire: how Berlin and Washington misread the "ordinary Germans" of Latin America in World War II / Max Paul Friedman -- Rape and murder in the Canal Zone: cultural conflict and the US military presence in Panama, 1955-56 / Michael E. Donoghue. Pt. V. Decentering the world? The culture of diplomacy. The marriage of Thames and Rhine: reflections on the English-Palatine relations 1608-32 and the culture of diplomacy in early modern Europe / Magnus Rude -- Self-perception, the official attitude toward pacifism, and great power detente: reflections on diplomatic culture before World War I / Friedrich Kießling.

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Sommario/riassunto

"Decentering" has fast become a dynamic approach to the study of American cultural and diplomatic history. But what precisely does decentering mean, how does it work, and why has it risen to such prominence? This book addresses the attempt to decenter the United States in the history of culture and international relations both in times when the United States has been assumed to take center place. Rather than presenting more theoretical perspectives, this collection offers a variety of examples of how one can look at the role of culture in international history without assigning the central

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