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Autore	Wulf Andrew James <1971->
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Nota di contenuto	From megafauna to megashows to the MoMA : a historical overview of U.S. cultural exhibitions abroad -- Confusion makes its masterpiece : U.S. participation in 1950s trade fairs -- A "carefully planned bombardment" : the American National Exhibition in Moscow, 1959 -- Of pleasure domes and moon rocks : the U.S. at the Montreal and Esaka expos, 1965-1970 -- The unfinished reality of our revolutionary experiment : the World of Franklin and Jefferson, 1971-1977.
Sommario/riassunto	This book advances an understanding of cultural diplomacy that examines a single area of government and private sector partnership, and what became in the mid-twentieth century the most prominent manifestation of this alliance-the cultural exhibitions sent abroad to "tell America's story" with the goal of "winning hearts and minds."