

1. Record Nr.	UNINA9910814092903321
Titolo	Histories of public diplomacy and nation branding in the Nordic and Baltic countries : representing the periphery // edited by Louis Clerc, Nikolas Glover, Paul Jordan
Pubbl/distr/stampa	Leiden, [Netherlands] ; ; Boston, [Massachusetts] : , : Brill Nijhoff, , 2015 ©2015
ISBN	90-04-30549-1
Descrizione fisica	1 online resource (347 p.)
Collana	Diplomatic Studies, , 1872-8863 ; ; Volume 12
Disciplina	327.48
Soggetti	Cultural diplomacy - Scandinavia - History Scandinavia Relations Baltic States Relations Scandinavia Foreign public opinion Baltic States Foreign public opinion
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from content provider.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Preliminary Material / Louis Clerc , Nikolas Glover and Paul Jordan -- Representing the Small States of Northern Europe: Between Imagined and Imaged Communities / Louis Clerc and Nikolas Glover -- The Nationalisation of Swedish Enlightenment Activities Abroad: Civil Society Actors and Their Impact on State Politics / Andreas Åkerlund -- Open Diplomacy and Minority Rights: The League of Nations and Lithuania's International Image in the Early 1920s / Chiara Tessaris -- Countering "The Obtuse Arguments of the Bolsheviks": Estonian Information Work in Sweden, the United States and Britain, 1940–1944 / Kaarel Piirimäe -- The Office for Cultural Relations: Representing Norway in the Post-War Period / Svein Ivar Angell -- A Public Diplomacy Entrepreneur: Danish Ambassador Bodil Begtrup in Iceland, Switzerland and Portugal, 1949–1973 / Kristine Kjærsgaard -- A Total Image Deconstructed: The Corporate Analogy and the Legitimacy of Promoting Sweden Abroad in the 1960s / Nikolas Glover -- "Gaining Recognition and Understanding on her own terms": The Bureaucracy of

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Sommario/riassunto

Histories of Public Diplomacy and Nation Branding in the Nordic and Baltic Countries provides an historical perspective on public diplomacy and nation branding in the Nordic and Baltic countries from 1900 to the present day. It highlights continuity and change in the efforts to strategically represent these nations abroad, and shows how a self-understanding of being peripheral has led to similarities in the deployed practices throughout the Nordic-Baltic region. Edited by Louis Clerc, Nikolas Glover and Paul Jordan, the volume examines a range of actors that have attempted to influence foreign opinions and strengthen their country's political and commercial position. Various labels such as propaganda, information, diplomacy and branding, these constant efforts to enhance the national image abroad have affected how the nation has been imagined in the domestic context.
