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Nota di contenuto	PART I. Branding the nation and selling the state : case studies -- Nation branding amidst civil war : publishing U.S. foreign policy documents to define and defend the republic, 1861-66 / William B. McAllister -- From the moralizing appeal for patriotic consumption to nation branding case studies : Austria and Switzerland / Oliver Kuhschelm -- Branding internationalism : displaying art and international cooperation in the interwar period / Ilaria Scaglia -- High culture to the rescue : Japan's nation branding in the United States, 1934-40 / John Gripenrog -- All publicity is good publicity? : advertising, public relations, and the branding of Spain in Britain, 1945-69 / Carolin Viktorin -- The art of branding : rethinking American cultural diplomacy during the Cold War / Michael L. Krenn -- Suriname : nation building and nation branding in a postcolonial state, 1945-2015 / Rosemarijn Hoefte -- A new brand for post-communist Europe / Beata Ociepka -- PART II. Promises and challenges of nation branding : commentaries on case studies -- Historicizing the relationship between nation branding and public diplomacy / Justin Hart -- Nation branding : a twenty-first century tradition / Melissa Aronczyk -- The history of nation branding and nation branding as history / Mads Mordhorst.

## Sommario/riassunto

A recent coinage within international relations, “nation branding” designates the process of highlighting a country’s positive characteristics for promotional purposes, using techniques similar to those employed in marketing and public relations. *Nation Branding in Modern History* takes an innovative approach to illuminating this contested concept, drawing on fascinating case studies in the United States, China, Poland, Suriname, and many other countries, from the nineteenth century to the present. It supplements these empirical contributions with a series of historiographical essays and analyses of key primary documents, making for a rich and multivalent investigation into the nexus of cultural marketing, self-representation, and political power.

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