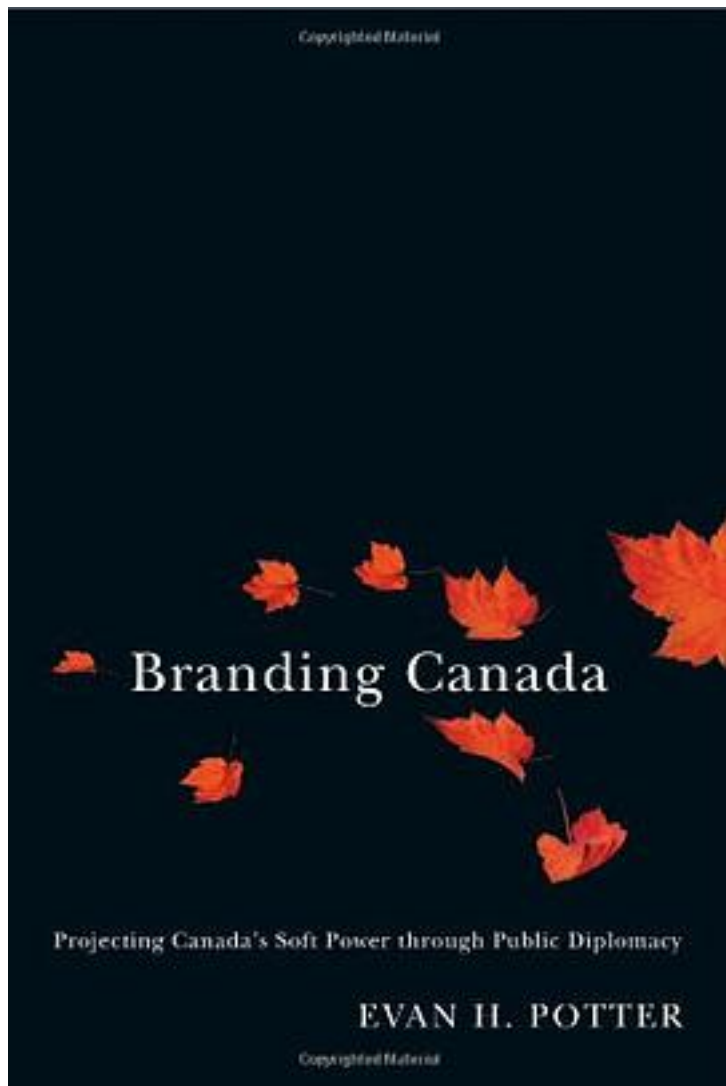


Branding Canada



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The communications revolution and increased democratisation and globalisation have made every country more aware of its image and reputation - its 'national brand'. Whether a country needs to build international coalitions against terrorism, encourage cooperation to protect the environment, or attract investment and skilled labour, influencing foreign public opinion is now as crucial to national success as negotiating with foreign governments. Evan Potter analyses how the federal government has used the instruments of public diplomacy - cultural programs, international education, international broadcasting, trade, and investment promotion - to exercise Canada's soft power internationally. He argues that protecting and nurturing a distinct national identity are essential to Canada's sovereignty and prosperity, and suggests ways to achieve this through the strategic exercise of public diplomacy, at home and abroad. In offering the first comprehensive overview of the origins, development, and implementation of the country's public diplomacy, "Branding Canada" offers policy advice on Canada's approach and advances the thinking on public diplomacy in general.

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