



# International Public Relations and Public Diplomacy: Communication and Engagement

From *imusti*



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This book provides an important discussion of the conceptual and practical interconnections between international public relations and public diplomacy. Written by some of the leading thinkers in both disciplines, the volume provides key lessons regarding global relationship-building and stakeholder engagement. Written from a government, corporate, and not-for-profit perspective, the book deals with such topics as mediated public diplomacy and information subsidies, international broadcasting, nation-branding, diaspora relationships, international exchanges, and soft power. A variety of international conceptual pieces and real-life case studies present an in-depth analysis of the strategic application of public relations tactics in governmental and organizational global relationship management efforts. The book is recommended for students, scholars, and practitioners in the fields of international public relations, public diplomacy, and international relations.

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#### Review

«In this increasingly interconnected world, dialogue between and among nations is critically important. To understand, inform, and engage one another enables a greater appreciation of those policies and values on which a nation stands. Public diplomacy is at the heart of how and why our government, any government, assumes responsibility for its actions. This publication offers evidence of how public diplomacy should be exercised.» (Bill Smullen, National Security Director, The Maxwell School, Syracuse University)

#### About the Author

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