

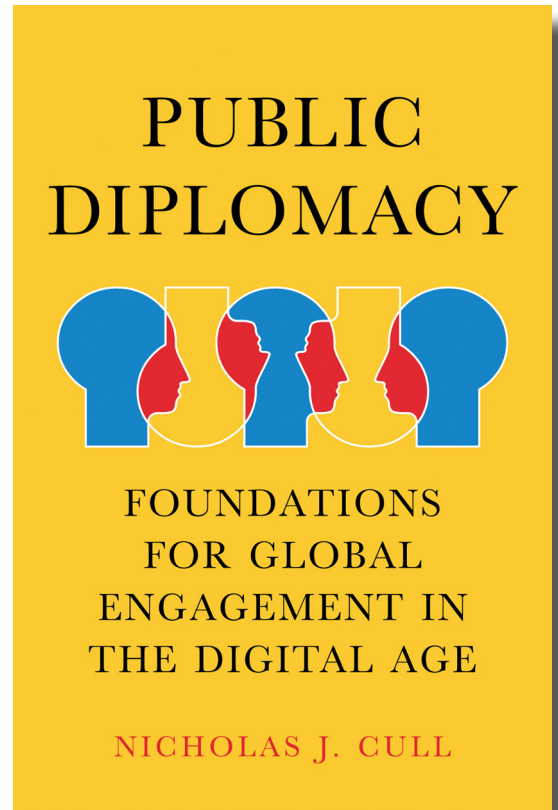
## Nicholas J. Cull

Annenberg School for Communication and University of Southern California

New technologies have opened up fresh possibilities for public diplomacy, but this has not erased the importance of history. On the contrary, the lessons of the past seem more relevant than ever in an age in which communications play an unprecedented role. Whether communications are electronic or hand-delivered, the foundations remain as valid today as they ever have been.

Blending history with insights from international relations, communication studies, psychology and contemporary practice, Cull explores the five core areas of public diplomacy: listening, advocacy, cultural diplomacy, exchanges, and international broadcasting. He unpacks the approaches which have dominated in recent years – nation-branding and partnership – and sets out the foundations for successful global public engagement. Rich with case studies and examples drawn from ancient times through to our own digital age, the book shows the true capabilities and limits of emerging platforms and technologies, as well as drawing on lessons from the past which can empower us and help us to shape the future.

This comprehensive and accessible introduction is essential reading for students, scholars, and practitioners, as well as anyone interested in understanding or mobilizing global public opinion.



*"Public diplomacy is increasingly important in this era of information and social media. Few people are better placed to guide you through the public aspects of diplomacy than Nick Cull, and he does it deftly in this book."*

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*"Nick Cull's work has long been foundational for each student, teacher, researcher, and practitioner of public diplomacy, and this book is a tremendous service to all of us. His painstaking historical research and astute analysis of current events make this a must-read for anyone who wants to help shape the future of the field."*

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