

Corporate Diplomacy Reputations Relationships Stakeholders

Bridging Disciplinary Perspectives of Country Image Reputation, Brand, and Identity
Delegated Diplomacy
Corporate Diplomacy
The History and Nature of International Relations
Macropolitics; International Relations in a Global Society
The American Monthly Review of Reviews
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The Theory and Practice of International Relations
A.L.A. Catalog
International Relations and World Politics
Foreign Relations
The Politics of Diplomacy
Country Branding and Public Diplomacy. Attracting International Investors
Principles and Problems of International Relations
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Anglo-Roman Relations, 1558-1565
Digest
Albanian diplomacy between the past and the future
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country image and related constructs such as country reputation brand and identity have been subjects of debate in fields such as marketing psychology sociology communication and political science this volume provides an overview of

current scholarship places related research interests across disciplines in a common context and illustrates connections among the constructs discussing how different scholarly perspectives can be applied to answer a broad range of related research questions this volume aims to contribute to the emergence of a more theoretical open and interdisciplinary study of country image reputation brand and identity

why do states still need diplomats despite instantaneous electronic communication and rapid global travel the importance of ambassadors and embassies has in many ways grown since the middle of the nineteenth century however in theories of international relations diplomats are often neglected in favor of states or leaders or they are dismissed as old fashioned david lindsey develops a new theory of diplomacy that illuminates why states find ambassadors indispensable to effective intergovernmental interaction he argues that the primary diplomatic challenge countries face is not simply communication it is credibility diplomats can often communicate credibly with their host countries even when their superiors cannot because diplomats spend time building the trust that is vital to cooperation using a combination of history game theory and statistical analysis lindsey explores the logic of delegating authority to diplomats he argues that countries tend to appoint diplomats who are sympathetic to their host countries and share common interests with them ideal diplomats hold political preferences that fall in between those of their home country and their host country and they are capable of balancing both sets of interests without embracing either point of view fully delegated diplomacy is based on a comprehensive dataset of more than 1 300 diplomatic biographies drawn from declassified intelligence records as well as detailed case studies of the u s ambassadors to the united kingdom and germany before and during world war i it provides a rich and insightful account of the theory and practice of diplomacy in international relations

managers of multinational organizations are struggling to win the strategic competition for the hearts and minds of external stakeholders these stakeholders differ fundamentally in their worldview their understanding of the market economy and their aspirations and fears for the future their collective opinions of managers and corporations will shape the competitive landscape of the global economy and have serious consequences for businesses that fail to meet their expectations this important new book argues that the strategic management of relationships with external stakeholders what the author calls corporate diplomacy is not just canny pr but creates real and lasting business value using a mix of colourful examples practically relevant tools and considered perspectives the book hones in on a fundamental challenge that managers of multinational corporations face as they strive to compete in the 21st century as falling communication costs shrink the distance between external stakeholders and shareholder value is increasingly created and protected

through a strategic integration of the external stakeholder facing functions these include government affairs stakeholder relations sustainability enterprise risk management community relations and corporate communications through such integration the place where business politics and society intersect need not be a source of nasty surprises or unexpected expenses most of the firms profiled in the book are now at the frontier of corporate diplomacy but they didn't start there many of them were motivated by past failings they fell into conflicts with critical stakeholders politicians communities ngo staffers or activists and they suffered they experienced delays or disruptions to their operations higher costs angry customers or thwarted attempts at expansion eventually the managers of these companies developed smarter strategies for stakeholder engagement they became corporate diplomats the book draws on their experiences to take the reader to the forefront of stakeholder engagement and to highlight the six elements of corporate diplomacy

textbook on international relations introduces basic concepts such as macropolitics armed forces power political power nationalism colonialism diplomacy international law international organization economic development and underdevelopment social change etc bibliography pp 625 to 633 references and statistical tables

an introduction to contemporary international relations this text considers how they have changed since the ending of the cold war it identifies key perspectives realism and pluralism and key players in world politics explains the concepts and examines current and future global concerns

scientific essay from the year 2014 in the subject politics topic international relations grade 90 00 language english abstract for a country's success branding is obliged that's the reason that in the present book we are going to explore what branding is and how a country can earn benefits in the most effective way branding nowadays is more than a logo it signifies the emotional reaction a country can stimulate from its clients because the brand is the set of perceptions that investors have about the country branding is the set of actions undertaken to cultivate that brand in order to compete more effectively in the global economy the countries started using brand management techniques in order for a country to attract global investors the country needs to claim a divergent brand positioning in the minds of the investors the most successful nations in the world have a clear image that helps them become irresistible to investors investors far from just basing their decisions on functional advantages and opportunities they invest in countries with a clear identity that shows commitment to its development in a professional way a clear brand image for the nation helps to attract global investors in the international arena sustain them and a halo effect will boost its products tourism etc as

nations compete for investments in the global marketplace the best way to achieve distinctiveness attractiveness and even irreplaceability is to root the nation's image on biological concepts that transcend time and cultures tools such as the wheel of motives leverage the advances in modern disciplines such as biology neuroscience cognitive science bio semiotics etc can capture with precision the dna of a country and build a true to self authentic and irresistible strategy to attract investors branding is the way a country creates a favorable reputation through communication efforts country branding is the process of applying business branding techniques to stimulate countries the main objective of country branding is to build and manage the reputation of a country facing the challenges of an increasingly complex world the existence of cultural commonalities and universal values all cultures share and intercultural sensitivity within groups surfaces the way for acceptance and tolerance of other cultures and allows members to be open to values which are universal among all groups such as law and justice which globalized society should then build upon together

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