

Literature on Branding

Compilation: Ali Molenaar, Library and Documentation Centre Clingendael Institute, July 1, 2011.

Your comments and additions to this list are very welcome: amolenaar@clingendael.nl

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The series of Diplomacy literature lists consists of: 'Branding', 'Citizen and Track II diplomacy', 'City Diplomacy', 'Cultural Diplomacy', 'Economic diplomacy', 'European level diplomacy and the European diplomatic service', 'Public Diplomacy', 'Negotiation, Negotiation techniques and Diplomatic Relations', 'Negotiation, Culture and Intercultural Communication', 'Nederland: diplomatieke betrekkingen', 'Soft power and public diplomacy in (East) Asia', 'United States: diplomatic relations'.

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