

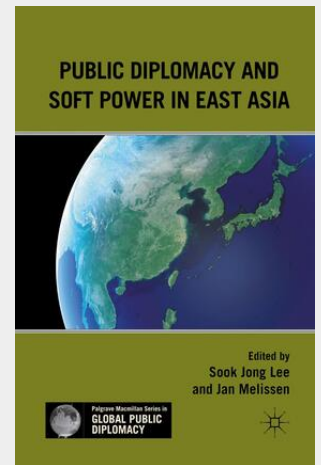
Melissen / Lee

## Public Diplomacy and Soft Power in East Asia

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This book discusses the question of soft power and public diplomacy challenges in East Asian context. Both concepts originate in the West, and in a sense this book can therefore be seen as an exercise in critically assessing soft power and public diplomacy in a different geographical and cultural setting.

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**106,99 €**

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Lieferfrist: bis zu 10 Tage

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**Artikelnummer:** 9781349293599

**Medium:** Buch

**ISBN:** 978-1-349-29359-9

**Verlag:** Palgrave MacMillan

**Erscheinungstermin:** 04.03.2011

**Sprache(n):** Englisch

**Auflage:** 2011. Auflage 2011

**Serie:** Palgrave Macmillan Series in Global Public Diplomacy

**Produktform:** Kartoniert

**Gewicht:** 340 g

**Seiten:** 279

**Format (B x H):** 140 x 216 mm

