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**Nation Branding, Public Relations and Soft Power: Corporatising Poland**

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*Nation Branding, Public Relations and Soft Power: Corporatizing Poland* provides an empirically grounded analysis of changes in the way in which various actors seek to manage Poland's national image in world opinion. It explores how and why changes in political economy have shaped these actors and their use of soft power in a way that is influenced by public relations, corporate communication, and marketing practices.

By examining the discourse and practices of professional nation branders who have re-shaped the relationship between collective identities and national image management, it plots changes in the way in which Poland's national image is communicated, and culturally reshaped, creating tensions between national identity and democracy. The book demonstrates that nation branding is a consequence of the corporatization of political governance, soft power and national identity, while revealing how the Poland "brand" is shaping public and foreign affairs.

Challenging and original, this book will be of interest to scholars in public relations, corporate communications, political marketing and international relations.

(From the publisher's website)

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