

**BRANDING CANADA: PROJECTING CANADAS SOFT
POWER THROUGH PUBLIC DIPLOMACY**

Danece Lehrer

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Guide to further reading

Branding Canada: Projecting Canada's Soft Power Through Public Diplomacy. Front Cover. Evan H. Potter. McGill-Queen's University Press, - Political.

Evan Potter | USC Center on Public Diplomacy

Developing a brand is the task of "public diplomacy," which Potter defines as "the effort by the official institutions of one nation to influence the.

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, Branding Canada, Projecting Canada's Soft Power through Public Diplomacy, Montréal/Kingston, McGill-Queen's University Press, p.. An article from.

Posts about Canadian Public Diplomacy written by Robin. Potter, E.H. () Branding Canada: Projecting Canada's Soft Power Through Public Diplomacy.

Introduction; Public Diplomacy for a Global and Networked World; Canada and . 5 Evan Potter, Branding Canada: Projecting Canada's Soft Power through.

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He has repudiated Canada's climate-change commitments under the Kyoto Protocol, shown little interest in United Nations peacekeeping, arms control or the search for peace in the Middle East, and been inconsistent in his defence of Canadians detained abroad. Buy options. Continueshopping. Overall rating No ratings yet 0. Joseph S. Deborah D. TheinitialfrostinessstowardChina,forinstance,probablycontributedto rated it it was ok Oct 28, Making Journalists.