## **CONTENTS**

| List of Illustrations  | viii |
|--|------|
| Acknowledgments  | ix   |
| Introduction<br>Beyond Marketing and Diplomacy: Exploring the Historical<br>Origins of Nation Branding<br>Carolin Viktorin, Jessica C. E. Gienow-Hecht, Annika Estner,<br>Marcel K. Will | 1    |
| PART I. Branding the Nation and Selling the State: Case Studie   | es   |
| Chapter 1<br>Nation Branding Amid Civil War: Publishing US Foreign Policy<br>Documents to Define and Defend the Republic, 1861–66<br><i>William B. McAllister</i>                        | 29   |
| Chapter 2<br>From the Moralizing Appeal for Patriotic Consumption to<br>Nation Branding: Austria and Switzerland<br><i>Oliver Kühschelm</i>  | 52   |
| <sup>Chapter 3</sup><br>Branding Internationalism: Displaying Art and International<br>Cooperation in the Interwar Period<br><i>Ilaria Scaglia</i>                                       | 79   |
| <sup>Chapter 4</sup><br>High Culture to the Rescue: Japan's Nation Branding in the<br>United States, 1934–40<br><i>John Gripentrog</i>   | 101  |

| Chapter 6<br>The Art of Branding: Rethinking American Cultural Diplomacy<br>during the Cold War<br><i>Michael L. Krenn</i> | 149 |
|--|-----|
| Chapter 7<br>Suriname: Nation Building and Nation Branding in a<br>Postcolonial State, 1945–2015<br>Rosemarijn Hoefte      | 173 |
| Chapter 8<br>A New Brand for Postcommunist Europe<br>Beata Ociepka   | 197 |
| PART II. Promises and Challenges of Nation Branding:<br>Commentaries on Case Studies                                       |     |
| Chapter 9<br>Historicizing the Relationship between Nation Branding and<br>Public Diplomacy<br>Justin Hart                 | 221 |
| Chapter 10<br>Nation Branding: A Twenty-First Century Tradition 2<br>Melissa Aronczyk                                      | 231 |
| Chapter 11<br>The History of Nation Branding and Nation Branding as<br>History<br>Mads Mordhorst                           | 243 |
| Annotated Sources  |     |
| Preface<br>The Diversity of Primary Sources and the Concept of<br>Nation Branding  | 255 |

|    | I. Introduction to Baron Dan Inō, "The Japanese People and<br>their Gardens" (1935)<br><i>John Gripentrog</i> | 257 |
|----|---|-----|
|    | II. Images from the 1935–36 International Exhibition of<br>Chinese Art in London<br><i>Ilaria Scaglia</i>     | 266 |
|    | III. A Memorandum on the <i>Advancing American Art</i> Fiasco<br>of 1947<br><i>Michael L. Krenn</i>           | 274 |
| In | dex   | 281 |