

Place Branding and Public Diplomacy

Call for Papers for Special Issue

National Image Management in Asia

Guest Editor

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Asia looms large in our global imagination. Today, it is home to the world’s second largest economy, and the world’s two most populous nations and fastest-growing markets. It has diverse cultural heritage, distinct political traditions, and varying levels of development. With their growing role and impact in global politics and economy, countries in Asia are increasingly aware of the importance of their image and reputation as an integral part of their development strategies.

This special issue of *Place Branding and Public Diplomacy* seeks to advance our understanding of national, regional and city image management in East, Central, South, and Southeast Asia. Topics may include but are certainly not limited to the following:

- Perceptions and images of these countries/regions/cities in the international arena, and their sources and outcome (intended or unintentional);
- Production, distribution, reception, and impact of image management and communication efforts undertaken;
- Structure, process, and policy for place image management;
- Goals and priorities embodied in these efforts, e.g., policy communication, promotion of ideals and values, mutual understanding and relationship development;
- Actors/players in the process, e.g., nation-state and local governments, civic/non-governmental organizations, business, media, citizens, diasporas, cultural institutions, and celebrities and pop culture figures;
- Communication platforms, e.g., media-oriented programs, cultural communication tools, new media technologies, advertising, public relations, and other communication tactics.

We welcome empirical research (with no preferences for methods or approaches) and concept papers that genuinely advance the field of place branding and public diplomacy. We are also interested in case studies that detail all or some of the key aspects in problem definition, objectives, actions taken, program organization, results/impact, and lessons learned/recommendations.

Manuscripts will be double-blind peer reviewed. All submissions must follow the author guidelines, available at http://www.palgrave-journals.com/pb/author_instructions.html. The deadline for submission is **January 15, 2008**. Papers should be emailed as Word files to Dr. Jay Wang at jianwang@purdue.edu.