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included in an
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public diplomacy.
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demonstrate the
entanglement of
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diplomacy and
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and to offer a more
palatable
conceptualization
of them as two***

***discrete, but
necessary, parts of
a whole. It
acknowledges the
varied soup of
contested
terminology which
surrounds the field
of public
diplomacy (e.g.
corporate
diplomacy, cultural
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conceptualizes
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relations as two
parts of a whole in
which the sum is
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