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Special issue on the role of business in public diplomacy

Guest Editor: Michael Goodman

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Feature articles

The role of business in public diplomacy

Michael B. Goodman

Businesses have often served a larger role in our society than that of carrying on the activities of commerce. Contemporary business can be a powerful force for global change. A consensus is building that it is proper, and in some cases preferable, for business to marshal its resources to solve problems on a global stage.

Rebuilding brand America: corporate America's role

Dick Martin

It is not only the USA's foreign policy that is seen as arrogant, heavy-handed and self-centered, so is US business. The author offers a new perspective on the roots of anti-Americanism, as well as practical advice based on the experience of leading global brands.

Public diplomacy practitioners: a changing cast of characters

Crocker Snow Jr

Non-governmental organizations, self-appointed and self-anointed, have impact in all manner of human rights, economic development, humanitarian relief and the environment. Their combination of information, activism and persuasive powers as lobbyists and with the media often positions them as the loudest voices in their chosen fields.

The shifting subtleties of "special": differences in US and UK approaches to public diplomacy in business

Alison Holmes

While business and government can work together and have complemented each other for centuries, they do not have the same priorities or motivations. This difference of perspective cannot be ignored, if business is to play an effective role in public diplomacy.

Businesses for Middle East peace-building: a framework for engagement

Rushworth M. Kidder

The Institute for Global Ethics, a non-profit group, launched an effort to promote economic development in the Middle East based on a corporate social responsibility model. Following a meeting in the UK, a group of key decision makers issued a set of principles to guide such activities, and a list of 21 ways, ranging from the most to the least dangerous, for corporations to become involved.

How to help your country while traveling for your company

Keith Reinhard

US business travelers who learn to be more sensitive to the foreign cultures they encounter will not only enhance their chances for business success but will improve the perception of their country at the same time.

Public diplomacy and global business

Jay Wang

The author provides an overview of the development of public diplomacy and goes on to describe the key challenges facing the practice in contemporary society.

The global employee volunteer: a corporate program for giving back

Peter Hirsch and Peter Horowitz

The global accounting and consulting organization PricewaterhouseCoopers began the Ulysses Program, to respond to the need for an effective employee base steeped in the culture of global business. Along the way, the program has delivered dividends in numerous ways . . .