

# Branding Canada's Brand

By David Edwards



Written by someone who is both a practitioner in the department and an academic, *Branding Canada* by Evan Potter is a superbly researched and comprehensive study of public diplomacy.

Potter, deputy director of the International Security Research and Outreach Program (IDR) and associate professor of communications at the University of Ottawa, introduces the book with "Canada's warm but fuzzy international image." He carefully defines public diplomacy and places it in historical context. The book then

details the branding instruments used by Canada—cultural relations, education, broadcasting and new media, as well as business promotion and tourism. It concludes with a study of the practice of public diplomacy, outlining experiences on the ground and recommending a new architecture for Canada's public diplomacy.

*Branding Canada* is a scholarly publication, yet it remains accessible to anyone with an interest in the subject. The timing of its release is propitious. The practice and analysis of public diplomacy gained strength in the 1990s, but became somewhat marginalized as militarism grew in the aftermath of the September 11 terrorist attacks. The recent election of U.S. President Barack Obama and the humility induced by the global economic meltdown are causing a fundamental rethinking of the balance between the use of coercion and the power of attraction in shaping the course of international events. This book provides thoughtful insight into how Canada could make effective use of the latter.

*Branding Canada* is a refreshing antidote to the "twitter" attention span prevalent in mainstream broadcasting. It is well written and researched, modest and gently self-critical. How very Canadian—yet what an effective global brand to showcase to the world.

*David Edwards joined DFAIT in 1981 and has been posted to New Delhi, Lusaka, Harare and Yaounde. He is currently senior policy advisor on the Haiti Task Force.*

*The opinions expressed in the book are those of Evan Potter, who wrote it while he was on a leave of absence from DFAIT, and do not necessarily represent the views of DFAIT or the Government of Canada.*

*Branding Canada: Projecting Canada's Soft Power through Public Diplomacy, by Evan H. Potter, McGill-Queen's University Press, 368 pages, \$32.95.*

# Five Recent Must-Reads

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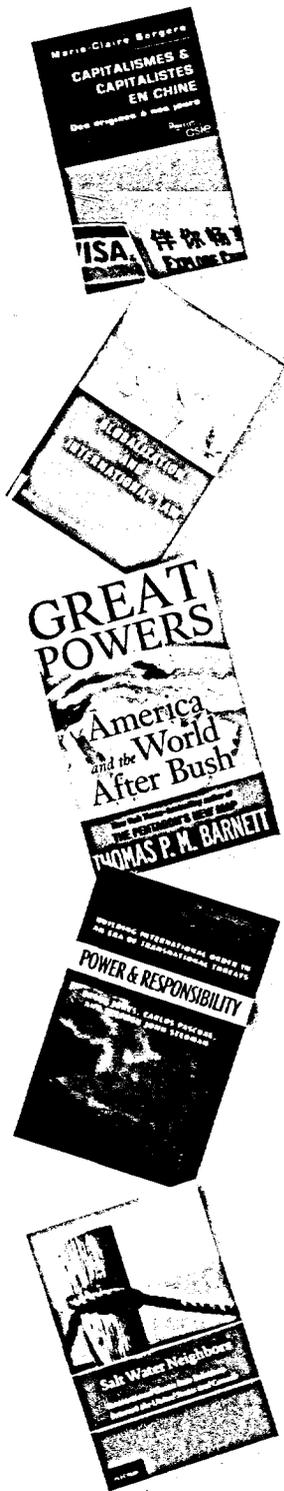
1. *Capitalismes et capitalistes en Chine: XIXe-XXIe siècle* by Marie-Claire Bergère. Capitalism without capitalists? This is the paradox that Bergère invites us to consider as she traces the history of Chinese capitalism and analyzes the crucial role of the state and Chinese capitalists.

2. *Globalization and International Law* by David J. Bederman. This short volume considers the implications of globalization for international law and suggests that it is neither legally inevitable nor irreversible.

3. *Great Powers: America and the World after Bush* by Thomas P.M. Barnett. Applying lessons from U.S. history to the present, Barnett offers a roadmap for U.S. foreign policy in the "post-Bush" world.

4. *Power & Responsibility: Building International Order in an Era of Transnational Threats* by Bruce Jones et al. This book makes the claim that a reform of the global system and greater international cooperation are required to improve global security and prosperity.

5. *Salt Water Neighbors: International Ocean Law Relations between the United States and Canada* by Ted L. McDorman. This comprehensive study of Canada-U.S. ocean relations includes a focus on both the international and bilateral laws governing maritime boundaries, fisheries and navigation rights.



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