

Author of the dissertation:

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Title:

Managing Nation Brand with Particular Emphasis on Public and Cultural Diplomacy in the Mutual Polish-Czech-Slovak Relations

Summary

The subject of the dissertation *Managing Nation Brand with Particular Emphasis on Public and Cultural Diplomacy in the Mutual Polish-Czech-Slovak Relations* is an analysis of management processes within the creation of a nation brand of Poland, Czech Republic and Slovakia. In the dissertation – in addition to describing good practices, interesting projects, but also bringing attention to the errors of those processes – there are also indicated some possible directions of the development efforts to build or strengthen the brand of Poland, Czech Republic and Slovakia. The role of public and cultural diplomacy is emphasized in particular. The author dedicated a separate part to methods of developing the guiding idea of the nation brand and ways of establishing its presence in the international public arena.

The dissertation draws attention to the needs and possibilities of integrated activities of various institutions (mainly diplomatic) in order to build the brand. It stresses the importance of central brand management and writing activities into one common program. It proves that a necessary condition for the creation of nation brand is to coordinate the most important aspects of the decision making by all stakeholders, including government and public diplomacy. Here, the primary guidelines for strategic planning would not only be the political will and providing financial resources but also a detailed analysis of the country's image in the world (evaluating, measuring, observing).

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02.12.2016