

# Contents

Acknowledgements VII

Contributors VIII

## *Introduction*

Representing the Small States of Northern Europe: Between  
Imagined and Imaged Communities 3

*Louis Clerc and Nikolas Glover*

### PART 1

#### *1918–45: War and International Order*

- 1 The Nationalisation of Swedish Enlightenment Activities  
Abroad: Civil Society Actors and Their Impact on State Politics 23

*Andreas Åkerlund*

- 2 Open Diplomacy and Minority Rights: The League of  
Nations and Lithuania's International Image in the Early 1920s 40

*Chiara Tessaris*

- 3 Countering "The Obtuse Arguments of the Bolsheviks":  
Estonian Information Work in Sweden, the United States and  
Britain, 1940–1944 60

*Kaarel Piirimäe*

### PART 2

#### *1945–89: Cold War, Diplomacy, Trade, and Culture*

- 4 The Office for Cultural Relations: Representing Norway in the  
Post-War Period 81

*Svein Ivar Angell*

- 5 A Public Diplomacy Entrepreneur: Danish Ambassador Bodil  
Begtrup in Iceland, Switzerland and Portugal, 1949–1973 102

*Kristine Kjærsgaard*

- 6 **A Total Image Deconstructed: The Corporate Analogy and the Legitimacy of Promoting Sweden Abroad in the 1960s** 123  
*Nikolas Glover*
- 7 **“Gaining Recognition and Understanding on her own terms”: The Bureaucracy of Finland’s Image Policy, 1948–66** 145  
*Louis Clerc*
- 8 **American Mirrors and Swedish Self-Portraits: US Images of Sweden and Swedish Public Diplomacy in the USA in the 1970s and 80s** 172  
*Carl Marklund*

### PART 3

#### *Post-Cold War: Globalisation and Transnational Markets*

- 9 **Diplomacy and Diasporas, Self-Perceptions and Representations: Baltic Attempts to Promote Independence, 1989–1991** 197  
*Una Bergmane*
- 10 **Walking in Singing: Brand Estonia, the Eurovision Song Contest and Estonia’s Self-Proclaimed Return to Europe, 2001–2002** 217  
*Paul Jordan*
- 11 **Public Diplomacy vs Nation Branding: The Case of Denmark after the Cartoon Crisis** 237  
*Mads Mordhorst*
- 12 **Benevolent Assistance and Cognitive Colonisation: Nordic Involvement with the Baltic States since the 1990s** 257  
*Kazimierz Musiał*

#### *Concluding Reflections*

- Small-State Identities: Promotions Past and Present** 283  
*Christopher Browning*

- Bibliography** 301
- Name Index** 327
- Subject Index** 330