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## Conceptualizing Public Diplomacy Social Convention Culinary: Engaging Gastro Diplomacy Warfare for Economic Branding

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### Abstract

Gastro Diplomacy has become an emerging powerful approach to engage with foreign community and cultures, through the art of culinary and a dash of Public Diplomacy tack. The concept is ancient, but the terminology is relatively new. The use of food as a nation brand is one specific tool that governments may employ in its broader strategy of cultural diplomacy. Gastro Diplomacy are emerging platform for countries to enjoy the global reputation of vigorous and unique cultures of culinary, at the same time establishing robust economy development through gastronomy and tourism. Nevertheless, it is relatively new phenomenon to note the idea of specific branding campaign through culinary and food to construct an image of a state, particularly to lesser-known national cuisines from smaller states with less international influence. However, Gastro Diplomacy is capable to brand a state via social convention culinary—arising warfare approach to stimulate resilient nationalism spirit amid citizenry, simultaneously perpetuating and intensifying identity for economic benefits. As food can be utilized to be the insignia of national identity, this representation is mainly aiming to accomplish economic values through global recognition. In the Public Diplomacy realm, the usual practice for nation-state is to initiate a “brand” with the intention of enhancing promotion all over the globe therefore this paper concentrates on the nation branding effort through culinary diplomacy and attempts to conceptualize the term “Public Diplomacy Social Convention Culinary”, a warfare approach to grab economic wonders.

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## 1. Public Diplomacy

Public Diplomacy is a crucial, though, always an overlooked instrument to promote security, democracy, and economic stability throughout the world. Nirwandy and Lokman (2012) underline the national security representations which include the applicable foreign policy formation detachment through Public Diplomacy principals in the IRCM models. Public Diplomacy must be seen as a vital construct for preserving national security through strengthening national policy objectives. The models explain Public Diplomacy essence and its executive functions to transmit necessary details in foreign dissidents. Public Diplomacy signifies national strength in global values using selected outlets to reach its objectives. For example, as how Djerijian (2004) expands, the United States (U.S.) Public Diplomacy caters influence across the global region through directed multiple targets, disseminating knowledge to sustain encoded country “good perception” images. The U.S. government has revamped its interest in Public Diplomacy as a soft power approach to alleviate threats to the security of the nation and to counter the propagation of disinformation since the 9/11 attack on World Trade Center in New York City. Public Diplomacy is used by the U.S. government, evidently, as a tool to enhance its stability, regionally, and globally. Besides that, the U.S. employs Public Diplomacy to strengthen the nation’s global ties pertaining to the economy as well as advancing political relations for the benefit of the nation itself and the intercontinental community. The American Academy of Diplomacy emphasizes that the U.S. government attempts to “understand, inform, engage, and influence global audiences, reaching beyond foreign governments to promote greater appreciation and understanding of the U.S. society, culture, institutions, values, and policies” (Gregory, 2011). This broad elucidation of Public Diplomacy provides groundwork or a beginning point to understand a particular state’s Public Diplomacy approach, although some nations may possess their own unique and inclusive tools to promote solidarity, democracy, security, and economic stability through Public Diplomacy or they may employ a totally different approach. In the current environment, Public Diplomacy operators access unlimited channels as Public Diplomacy ranges from anything to everything (Nirwandy, 2012). Many countries have amplified Public Diplomacy strategies, trying to depart from strict convention of superpowers domain applications particularly in today’s digital asymmetrical environment (DAE), influxes of information from digital unknown clusters. DAE conceptualized warfare unit clusters with unidentified strength and abilities over adversary, particularly the ruling state governments. DAE signifies new strength of Public Diplomacy as many digital representations can be created to lure support from general populace although it compiles and derails unnecessary advantages to government agenda. Public Diplomacy is extending its functions, providing multi prongs benefits. In Public Diplomacy, lies the rising element in bringing economic potential values to the nation-states.

### 1.1. Warfare component to generate economic values

In the 20th Century, Public Diplomacy was viewed as a state-based instrument used by foreign ministries and other government agencies to persuade and engage foreign public for the purpose of influencing their governments (Cull, 2006). Present-day use of Public Diplomacy has been revived to denote an instrument or tool used by states, associations of states, and some sub-state and non-state actors to comprehend attitudes, cultures, and behavior, on top of managing and building relationships, to sway thoughts, and mobilizing actions to advance their values and interests (Gregory, 2011). Today, diplomatic practice is shaped by changes in the role of the state as new actors and global trends that gain power. Furthermore, Public Diplomacy enhances state security through constant strategic exposure of diplomatic, informational, military and economic traits—elements of National Powers (Taylor, 2003). Public Diplomacy is listed as an important warfare component as it deliberately engages soft power to win the hearts and minds of the populace. In U.S. National Military Strategy, soft power plays a decisive role in enhancing the U.S. image abroad. Three specific goals of U.S. Military, protect the United States, namely to prevent conflict and surprise attack, and prevail against adversaries (Garcia, Rak & Yun, 2009). Soft Power implementations in the U.S. military are engaged by dispatching Military Support Public Diplomacy (MSPD). MSPD are soft power credible strategies in expanding Public Diplomacy reach—among the most effective warfare engagements. As Nye (2008) narrates, soft power is the ability to get what you want by persuading others to adapt your goals. For current environment and future surroundings, soft power still remains as preferable approach to influence others. Communication, diffusion of innovation, technological modernism, the dominance of networked connections,

transition of energy, demographics, urbanization, change of climate, escalating pressures on food and water resources, plus other change drivers are crafting a future that will be ‘nearly unrecognizable’ to the makers of 20th Century diplomacy. Change of this magnitude requires much more of diplomacy than better performance in the context of traditional expectations. It requires a fundamental reappraisal of missions, skills and structures—transformation, rather than adaptation, in institutions, methods, and priorities (Cull, 2006). Additionally, the rise of communication technology allows Public Diplomacy to be scrutinized and employed in a more modern approach rather than to rely on the old 20th Century diplomacy approach, that is diplomats and foreign ministries were urged to sway and to engage foreign public, culture, and government. Hence, the act of Public Diplomacy must not be confined to rigid interpretations and engagements. Upheaval surroundings, as we are seeing in 5th Generation Warfare environment, is naturally uncontained, thus shifting to more strategies are becoming relevant in juggling current generation warfare environments to multiple benefits with borderless exposure in dynamic causal allegiance, making current surroundings venues for branding opportunity through structured applications by any countries which willingly senses the opportunity through economic social convention.

State’s economic power shall be preserved yet expanded to maintain economic equilibrium and prosperity, and for achieving streaming multi economic benefits, dimensions of planned approach are vitally needed. It includes variations of domestic and foreign policy tabulations from government decisive policy makers to acknowledge abbreviations of warfare engagement into the economic strategic plots. Broadening the stratosphere, are the warfare converted important approaches which are becoming essentials to economic drafting policy.

### *1.2. Gastro diplomacy*

Gastro Diplomacy is another branch of Public Diplomacy where soft power rises as a tool of warfare. Since the past several years, Gastro Diplomacy has obtained extra concentration and to symbolize food as the gravy to diplomacy’s rice. Gastro Diplomacy is also an exceptionally powerful, nonverbal method of communication. Traveling back to a couple of previous millennia, culinary needs preceded diplomatic needs, opening up ancient trade routes and pathways that finally shaped today’s global economic and political landscape. Afterward, in the time of the Silk Road, envoys and emissaries depended on food and spices for currency, a means for trading, and offerings to fortify relations with distant powers (Ashley, Hollows, Jones & Taylor, 2004). Nonetheless, the Sultanate of Malacca was invaded by the Portuguese Empire in 1511 due to an insatiable appetite for spices by Europeans during the splendor of the sultanate, concurrently attributable to diplomatic and trading relations with distant powers such as China, Persia, Ryukyu (in Japan), and the Middle East through food and natural resources.

On the other hand, the process of stimulating nationalism entails glorious and overt demonstrations of the spirit of the nation—the knowledge that is popularly maintained. For instance, national-scale events that highlight a common identity—for example, the Independence Day celebration, military and armed forces ceremonies involving uniforms or an important political figure inauguration such as introduction of new prime minister or president—are connected with this conventional and traditional definition of nationalism. Undeniably, these “occasional moments of emotional intensity, shared collectively throughout the entire nation’ are absolutely major aspects in intensifying and perpetuating nation’s identity amid its citizenry.

Though, it swiftly becomes vibrant that national sentiment construction cannot be as straightforward and well-ordered as this prevalent indication anticipates to be demonstrated. In contrast, there are a number of confusions and nuances starting to show. Micheal Billig, a social psychologist, has mentioned in his work that he questions this popular idea that intends to tell nationalism must be manifested and dramatic manner, in term of its expression among the populace (Billig, 1995). Nonetheless, it is commonly accepted by many scholars in the fields of social psychology and gastronomy that one’s identity is too complicated to be narrowed down to purely food as a reality of material and eating act. However, this is definitely one of the many examples of exactly how the logic of nation-ness can be ‘flagged’, and it is not limited to one particular populace, but to anyone from outside the populace as well. This notion suggests that food is considerably similar to other materials of identity, because food can be an insignia of identity that is identical to other palpable symbols of national or domestic belongings, in this sense, national anthem and flag.

When a nation-state decides to combine food with its Public Diplomacy strategy, the outcome is Gastro Diplomacy. The concept is ancient, but the terminology is relatively new. As gastronomist Paul Rockower (2011) aptly explains, Gastro Diplomacy is “the act of winning hearts and minds through stomachs”. Culinary diplomacy, on the other hand, as Sam Chapple-Sokol from the Fletcher School of Law and Diplomacy, notes, is “the use of food and cuisine as an instrument to create a cross-cultural understanding in the hopes of improving interactions and cooperation” at a higher, government-to-government level, as opposed to government-to-the-public level (Rockower, 2011). In one of America’s huge rating culinary series, CIA administrations were invited to judge the camouflage dish presented by the competitors. The series was part of a Public Diplomacy game plan in luring public populace positive cognitions – part of national branding. Gastro Diplomacy is not limited to small scale executions, as Gastro Diplomacy can be utilized in various representations and skills—using state and non-state actors.

## **2. The State as a Brand**

In the Public Diplomacy realm, the usual practice for nation-state is to initiate a “brand” with the intention of enhancing promotion all over the globe. Companies or businesses are doing this for such a long time, as long as most people can reckon, in which they attempt to use slogans or words to characterize the essence or core feature of a particular produce and service thus nation-states correspondingly construct a explicit representation—through ideas, concepts, visual images, and words—that they will convey to other nations or foreign populace. This representation is mainly aiming to accomplish global respect and name recognition. Governments regularly invest substantial, considerable funds into branding agencies with the anticipation that the investment will translate to appreciable benefits for them, namely greater capital for political in term of control in negotiations, resilient economy for the benefits of the citizens and the government itself through increment of investment and trade, or obviously a robust revenue obtained from highly successful tourism efforts.

In the field of Public Diplomacy, an independent policy advisor Simon Anholt narrates the process of nation branding as “a strategic, policy-making approach, intended to assist nations to construct on the strengths that later will benefit them a grander reputation” (Anholt, 2007). In other words, Simon Anholt, who is universally considered the father of nation branding, elucidates that the notion behind nation branding involves more than merely the recognition of inimitable and exclusive characteristics of a nation-state, society or culture but rather (in present-day context) implying a concerted escort on the fragment of a government to efficiently utilize and enhance a specific attribute of the nation so that its images can be improved in the eyes of the world.

Therefore, how does a nation manifest its identity? Or the question may be more specific, what are some features or attributes that nations normally utilize when establishing and initiating nation brands? From the perspective of tourism, nations will always associate national brands that utilize their appealing features in terms of geographical and natural beauty. For instance, Jamaica highlights its pristine, romantic beaches and vibrant, lively atmosphere. Australia, however, although famously recognized for its unique landscape and tourist appeal, tries to brand itself in another way which intended to attract investment thus the government promotes what it cogitates the best asset—Australia’s diverse, optimistic, and successful people—through “Australia Unlimited” branding effort. Alternatively, Germany hurled the 2005 “Land of Ideas” campaign to utilize Germany’s reputation in culture as a dependable, efficient, and business-oriented state. The United States launches “Diplomatic Culinary Partnership Initiative” in 2012 that concentrates on strengthening bilateral relationships through food and dining experience, simultaneously cultivating cultural understanding and enhancing diplomacy. Malaysia, as a state that reflects the whole continent of Asia through its multicultural population, chooses “Malaysia Truly Asia” to bolster its highly successful tourism campaign throughout the world. The use of food as a nation brand is one specific tool that a government can employ in its broader strategy of cultural diplomacy, an idea that Public Diplomacy scholar Nicholas Cull defines as “a country’s policy to facilitate the export of examples of its culture”. In this case, the exported cultural artifact would be a national dish, or more broadly, national cuisine (Cull, 2006). France and Italy have presented to the world with their distinctive yet signature cuisines that the international community easily reckons with—from the well-known foie gras, soufflé, crepes, spaghetti, lasagna, and pizza to something more eccentric and exotic—escargot and lampredotto. These cuisines have branded their origins, especially Italy with pizza as a national food and the effortlessness to recall its Italian origin.

Table 1: Example of Diplomacy and Nation Branding Campaign through Tourism and Gastronomy

Region	State	Campaign
Asia	Malaysia	“Malaysian Kitchen to the World” and “Malaysia Truly Asia”, which both campaigns expand Malaysia’s tourist attractions internationally and multi-ethnic environment with a dash of promoting local cuisine—especially Peranakan food—a unification of Malay-Chinese elements.
	South Korea	“Korean Cuisine to the World”. Sponsoring cultural events and boosting outreach efforts all over the world such as K-Pop concerts, simultaneously inserting culinary elements to introduce Korean food namely kimchi, bibimbap, and bulgogi. South Korea attempts to exhibit dissimilarity between Korean and Japanese models.
	Taiwan	Sponsoring Taiwanese chefs and restaurants to promote Taiwanese gastronomy to the world, recognized as “Dim Sum Diplomacy”. The effort is anticipated to subtly eradicating similarity between Taiwan and its neighbor, People’s Republic of China.
	Thailand	Deliberated as the most successful state in the world that alleviates economic diplomacy through tourism and gastronomy with “Amazing Thailand” and “Global Thai” campaigns. In fact, Thailand perfected any preceding Gastro Diplomacy efforts by other states.
Latin America	Peru	Educational outreach to teach foreign public regarding Peruvian food and insinuate Peruvian ingredients into Mediterranean food.
Oceania	Australia	The “Vindaloo Against Violence” campaign incorporates immigrant society into contemporary Australian culture through food. Mainly to encourage better understanding and to lessen racism among its newly-emerging multi-ethnic populace.
Europe	Spain	Food experts and chefs are opening Spanish food restaurants internationally. The government does not sponsor the effort and it is perceived merely as a movement among culinary enthusiasts.
	Germany	“Land of Ideas” campaign to advance tourism activities, concentrates to showcase German’s efficiency and business-oriented culture.
North America	United States	Establishing the Diplomatic Culinary Partnership Initiative in 2012 to showcase cuisine, ceremony, and values. A “smart power” diplomacy and vision by Secretary of State Hillary Rodham Clinton. American Chef Corps is an array of chefs all around the U.S to participate in U.S government programs in relation to America’s rich culinary culture. American Chef Corps comprises of big names such as José Andrés, Marcus Samuelsson, Rick Bayless, and Masaharu Morimoto.
The Caribbean	Jamaica	Highlighting Jamaica’s pristine beaches, romantic and tropical environment.

A few nations, most remarkably Mexico, Italy, and France, have already enjoyed the global reputation of vigorous and unique cultures of culinary. Nevertheless, it is relatively a new phenomenon to note the idea of specific branding campaign through culinary and food to construct an image of a state, particularly to lesser-known national cuisines from smaller states. Gastronomist and international consultant assisting states to craft successful culinary brands Paul Rockower has termed this process as “Gastro Diplomacy” or simply “culinary diplomacy”. For him, “Gastro Diplomacy, simply put, is the act of winning hearts and minds through stomachs”, a phrase that emphasizes the way in which food can function as a non-threatening way to gain favor among and make a connection with a foreign audience. To embody the conception of “winning hearts and minds through stomachs” within the sphere of Malay World or Nusantara—Indonesia—effortlessly has won the hearts and minds of many Malaysians with its subtle promotion of ‘ayam penyet’ alongside the unstoppable establishment of Indonesian restaurants throughout the nation. Today, ‘ayam penyet’ has become one of the Malaysian favorites, overriding disputes between Malaysia and Indonesia over sea border, territory, illegal migration, and cultural resemblances such as language, dance, custom, as well as food. Other than that, Middle Eastern cuisines such as biryani, shawarma, kebab, pilaf, and hummus are gaining exceptional positions in the hearts and minds of Malaysians, all due to the assimilation of Arab-Islamic values and traditions with Malay culture and the migration of Arab diaspora (Middle Easterners) to the nation. This does not include other cultural assimilations pertaining to food such as Indian and Chinese cuisines with the emergence of ‘mamak’ and Chinese Muslim restaurants.

### **3. Public Diplomacy Social Convention Culinary: Gastro Diplomacy in the 21st Century**

Gastro Diplomacy must not be seen as merely branding the nation, as it transacts beyond that. For superpower nations, branding social conventions are Public Diplomacy “warfare” instruments to enhance intended hegemony to benefit the country. Western hegemony is built using the food soft power social convention—Gastro Diplomacy. Pairing cuisine with national values increases any nation outreach to world populace, bringing multiple benefits to the nation itself. Public Diplomacy works in many varieties and Gastro Diplomacy provide subtle strategies for state and region surpassing expertise, capturing global attention by their culinary values. It works in mutual benefits to mold global patterns accordingly. Democratic values are signified through accepted global cuisine, from the mass common diets to privilege dining cuisines. Civilizations are marked by their eating culture. Culture begins and ends on a plate (Donovan, 2012). The world is determined by hegemonic principles, leading its populace to social convention trends, which bring intended benefits to the decoder. Gastro Diplomacy offer continuing extension in retaining foreign supports and social convention values. Orthodox warfare strategy—rationing and destroying crops—to gain advantage over adversaries, are history. Now is the age of soft power penetrations, persuading people’s thought strategically. American diplomacy has practiced food in their diplomacy (influence) conduct as most of American food is renowned and globally accepted lifestyles. American food also merges with other culture cuisine to expand it accepted values, hence maintaining its global hegemony indirectly.

Emerging countries need to emulate this. Duplicating and merging specific culinary bond nations to existing domain hegemony or retracting the footsteps, nation or region can be building social convention culinary strategically. The later fruits long term juicing victory. Between the years 2000 until 2010, cultural elements are being incorporated with traditional diplomatic tacks, most commonly through culinary diplomacy and tourism. It is believed that the first state to legitimately engage Gastro Diplomacy is Thailand, in which the kingdom launches its “Global Thai” in 20012. The project aims to significantly escalate the number of Thai restaurants out of the country and to soar up familiarity of Thai food among transnational populace, together with its “Amazing Thailand” tourism campaign. This campaign, “it is argued, will not only introduce deliciously spicy Thai food to thousands of new tummies and persuade more people to visit Thailand, but it could subtly help to deepen relations with other countries” (The Economist, 2002). This dual function, which is the notion of gratifying the appetite and simultaneously advancing political relations, exists at the nucleus of any tacks in the Gastro Diplomacy sphere. However, although Thai’s Gastro Diplomacy worth to be praised yet it does not unite fundamental values to overrule common global dominance, it needs to rise for it to pair in global race. Gastro Diplomacy provides the introductory remarks and signifies national traits common values. Nations need beefing up Public Diplomacy, emulating Western capabilities that insofar have marched ahead.

By utilizing the campaign launched by Thailand, there are several other Asian states have joined the “Gastro Diplomacy bandwagon” and established their own unique diplomacy through cuisine and food that exploits their matchless cuisine. South Korea, for example, attempts to conduct “Kimchi Diplomacy” that introduces Korean’s Kimchi to international community and Taiwan with its “Diplomacy by Dim Sum”, in which Taiwan attempts to subtly differentiate itself from the more influential and more powerful neighbor, China (Moskin, 2009). Moreover, Malaysia has joined this trend to integrate cultural and culinary values in diplomacy efforts by initiating “Malaysian Kitchen for the World” project that exhibits the multicultural aspects of the state by focusing on the uniqueness of Peranakan food, a fusion of Chinese and Malay flavors. The government of Malaysia’s effort in culinary diplomacy demonstrates the true spirit of Malaysia to familiarize the international community with its unique cuisine, at the same time, promoting Malaysia’s tourist attractions and its multicultural identity. These examples all disclose small states that are striving to establish reputations for themselves by creating readily recognizable images, or relatively “nation brands” through the practice of the cultural component of food (Rockower, 2011). In addition, France, Italy, and Japan have provided unyielding identifiable images or nation brands through food.

Nevertheless, South Korea perfectly fits to epitomize Gastro Diplomacy effort. Apart from its extensive nation branding effort through Korean Pop (or prominently known as K-Pop) globally with an array of international singing sensations namely PSY, Girls’ Generation, BIGBANG, Super Junior, and Wonder Girls, South Korea has freshly launch an effort to rebrand itself through gastronomy. Kimchi can be seen as the most crucial ingredient in South Korea’s diplomacy recipe. The government of South Korea worries its branding effort seems to be less serious and all-embracing in the years past, and it is underachieving for the country since it believes itself as a soft

middle power in the Far East. In fact, South Korea brands are often being mistaken for Japanese models therefore it is crucial for South Korea to differentiate itself from Japan or China. Seoul has initiated an effort recently to increase awareness and familiarity of South Korea in the global sphere and definitely it chooses Gastro Diplomacy for its outreach or the inimitable Korean “Kimchi Diplomacy”. Captivatingly, Korean beef tacos are also a huge hit in the U.S., consequently shows how powerful Korean cuisine to be blended with typical Mexican-American food. But much to Korean brand emerging, South Korean is tightly attached to U.S. hegemonies traits, dismissing total Korean values – due to North Korea disparity with U.S. democratic values. Japanese stuffs share same traits, extending the affiliations with superpower traits. Reflecting the affiliations benefits the nations but as borderless technological gap is narrowing, choosing affiliations will be more complicated in future generation warfare. A state decision for cuisine mixture—hybrid Gastro Diplomacy, articulates region or country affiliation with global hegemony dominance. One can never expect to forge against the democratic shrouding wave, as part of democratic values hegemony is hovering through Gastro soft power. Thus, extending Gastro Diplomacy applications reflects states branding in international fronts, landing economic potentials to particular nation.

#### **4. Conclusion**

Moving away from the particular context of Thailand, South Korea, and their culinary projects, a broader analysis of the theoretical intersections among food, identity and nation can begin to offer a deeper understanding of the implications of nation branding through Gastro Diplomacy, by seeing it in much broader manners. Gastro Diplomacy does not only communicating non-verbal aspects—food and culture—but also promoting progressive economic growth and trade. The U.S. is advancing by formally establishing Office of the Chief Protocol to look on Diplomatic Culinary Partnership Initiative under its Department of State (Meyer, 2013). Social convention culinary works in all chapters. As a way to nourish oneself and to acquire sufficient nutrients, food in its material and tangible manifestation is considered the most basic and fundamental component for the lives of all humans in the world are potential in transcribing nations survival or dominance internationally. All must eat to survive, and in this way food “occupies an unrivaled centrality in all of our lives”. Mastering the conduct will assure more international players to subdue western hegemony retracting nation branding—an essential to indulge economic potentials.

However, as a consequence of this basic and quotidian character, the importance and the centrality of food frequently go unnoticed. There exists the tendency to take for granted the role of food and the significant influence it can have in the formation of identity, both individual and collective. In other words, “although food might not dominate our conscious”, it is important to realize that “it nevertheless serves to structure our lives”. The growth of new technologies, global communications, travel, migration, and new democratic expectations of a citizen means that we are all diplomats now therefore the definitive goal to promote a nation branding values extensively through food, or simply Gastro Diplomacy, is possible to be achieved and a promising sign to come. Assimilating branding values does indeed bind strategic cooperation with host nation as world famous brand syndrome has shown—how populaces are hit. Gastro Diplomacy escalates snowballing effect transcending the id accumulates, mold behavior and perception, creating social convention wave to the intended nation. 4th Generation Warfare has indulged through civilization process, creating small cluster ideological values thus reforming new changes through soft power hegemonies directions, and Gastro Diplomacy fits total warfare operational which include economic advantages. Acknowledging the Gastronomy significance is important as social convention culinary works in all chapters. It should be seen as importance as the conventional warfare preparation. Sushi is as important as the Izumo destroyer, set to outrace China’s Liaoning and Indian Vikrant aircraft carrier. Middle powers are investing on military might but much to their dismay the culinary factor is rising as an important warfare extension. Gastro Diplomacy is another branch of warfare through social convention culinary, designed to install influence over food values to bring economic wonders to the practiced states. Rigidity is past and conventional economic strategic units masterpiece domains shall be broadened, looking into psychological representations through modern warfare particularly Public Diplomacy engagements. Branding and retailing assimilations with warfare components provides dual effects to nation runs, adequately are perceived as running new tools to promote global recognitions for economic wonders.

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