



44. Saudi Arabia's New Brand: Is It Here to Stay?

By Dena Taha

1. Phone interview with Saud Kateb, Undersecretary for Public Diplomacy at the Saudi Ministry of Foreign Affairs, 2 Apr. 2019.
2. "Public Diplomacy Key to Raising Saudi Arabia's Media Profile," Arab News, Arabnews, 22 Feb. 2019.

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