The book Dyplomacja od podstaw w opowieściach ekspertów by Dr Maria Pierzchała is a publication that presents contemporary perspective on the concept of ‘diplomacy’, with an strong emphasis on its practice. Interviewed experts not only shared their knowledge, but also they have presented experience gained in their work. Through the book, the Reader can understand diplomacy and the way in which diplomatic posts work. Furthermore, it discusses etiquette rules, which may be useful in everyday life and it answers how good manners should influence everyday life, e.g. job interviews. The author firstly introduced a theoretical part where the Reader finds the most important theoretical issues and then the she allowed experts to present diplomacy in practice. In the introduction Dr Pierzchała emphasized that the book’s main objective is to present the multidimensional concept of ‘diplomacy’.

The author wanted to explain a professional diplomat’s work and a way to become one in Poland. Dyplomacja od podstaw… touches upon the diplomatic protocol, etiquette and concepts of ‘public diplomacy’ and ‘civic diplomacy’. The book consists of seven chapters that are preceded by an introduction and concluded with acknowledgments and bibliography. All chapters have the same structure: firstly, the introduction to main issues and then exclusive and highly interesting interviews with experts.

Dr Pierzchala is a doctor of political science (University of Vienna, 2013), specialised in contemporary Polish-Austrian relations. She also graduated from the Jagiellonian University’s School of Business Management, where she studied journalism. In June
2007 she graduated from the Diplomatic Academy in Vienna and obtained knowledge from that time is repeatedly referred in her deliberations. In 2012, Dr Pierzchała received the Robert Schuman Scholarship, and held an internship in the Press Office of the European Parliament. In 2015 she taught the protocol and diplomatic etiquette at the School of Diplomacy and International Relations in Geneva. Currently she runs her own business that is related to training good manners and etiquette, and also publishes a professional blog, *Poradnia Dyplomatyczna*.

The reviewed publication is composed of seven, well-structured chapters. The interviewed experts are a great advantage of the reviewed publication. They are respected practitioners, including Professor Roman Kuźniar, Jan Barcz, Dr Daniel Trachsl, Rafał Bartek, Jan Wojciech Piekarski, Francois Brungler and Dr. Joanna Modrzyńska. In fact, as the publishing market in Poland is full of books on diplomacy or etiquette, the Author decided to emphasise the practical side of ‘being a diplomat’. Polish and foreign practitioners provided valuable tips, shared their knowledge and experience. The Reader can learn, how professional diplomat’s job looks like, what rules of etiquette are important in the everyday life, what is important during an interview. Furthermore, Dr Pierzchała offered a number of titbits, e.g. who was an authority for Henry Kissinger or why Switzerland is a leading country in the rankings on nation’s best reputation. Certainly, this book is a source of many valuable tips and curiosities. Its advantage is a short introduction of each expert.

It is worthy to emphasise two particular chapters of the book: *Dyplomacja publiczna* and *Zasady savoir-vivre na co dzień*. In the first one, the author introduced a national brand, and she showed how public relations can influence positively or negatively the tourists’ perception of a country. A section on Switzerland is very informative. Dr Pierzchała presented reasons that caused its leading position in rankings of nation’s with the best reputation. On the other hand, the second one showed rules that should be followed in the everyday life and how it influenced our evaluations by others. The Reader can learn how to introduce himself or herself, when to sit when being on an interview with a potential employer and what topics can be used for the so-called ‘small talk’.

The reviewed book by Dr Maria Pierzchała will benefit professionals familiar with diplomacy and diplomatic rules, university students who are interested in that field (especially, for students of international relations, journalism, political science and law) and anyone who would like to learn how to use diplomacy in practice. The provided information is extremely useful in the everyday life. All details are presented in an interesting and concise way, thus every Reader will get the most important information. Furthermore, without a doubt this book will be appealing for readers who are interested in the work of a professional diplomat or in the working conditions of the diplomatic posts.
References:


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