



“A welcome addition to studies of the imperial metropole. . . . Written in a clear and very direct style, which makes it accessible to a broad audience, including undergraduates.”—David Ciarlo, *American Historical Review*

SELLING THE CONGO

A History of European Pro-Empire Propaganda and the Making of Belgian Imperialism

MATTHEW G. STANARD

“The breadth of topics covered in this book is wide—each of them could fill a separate monograph. It is to Stanard’s credit that he is able to pull them together. . . . Scholars of other European empires seeking to gain comparative knowledge will find this book useful.”

—Sarah Van Beurden, H-France

“A useful addition to the growing body of ‘end of empire’ retrospectives that explore the impact of imperial expansion on the social imaginary of the European population.”

—Crawford Young, *The Historian*

Belgium was a small, neutral country without a colonial tradition when King Leopold II ceded the Congo, his personal property, to the state in 1908. For the next half century, Belgium not only ruled an African empire but also, through widespread, enduring, and eagerly embraced propaganda, produced an imperialist-minded citizenry.

Selling the Congo is a study of European pro-empire propaganda in Belgium, with particular emphasis on the period 1908–60. Matthew G. Stanard examines the nature of Belgian imperialism in the Congo and considers its case in light of literature on the French, the British, and other European overseas empires. Comparing Belgium to other imperial powers, the book finds that pro-empire propaganda was a basic part of European overseas expansion and administration during the modern period. Arguing against the long-held belief that Belgians were merely “reluctant imperialists,” Stanard demonstrates that in fact many Belgians readily embraced imperialistic propaganda.

Selling the Congo contributes to our understanding of the effectiveness of twentieth-century propaganda by revealing its successes and failures in the Belgian case. Many readers familiar with more-popular histories of Belgian imperialism will find in this book a deeper examination of European involvement in central Africa during the colonial era.

MATTHEW G. STANARD is an associate professor of history at Berry College. His articles have appeared in publications such as the *Journal of Contemporary History*, *French Colonial History*, and *European History Quarterly*.

JANUARY 2012

~~-\$65.00~~ NOW \$45.50 (with discount code)

HARDCOVER 978-0-8032-3777-3

AUGUST 2015

~~-\$30.00~~ NOW \$21.00 (with discount code)

PAPERBACK 978-0-8032-7436-5

408 pp. • 6 x 9 • 10 illustrations, 1 chart

UNIVERSITY OF
NEBRASKA PRESS
nebraskapress.unl.edu | unpblog.com

*Receive a 30% discount on this book when you mention discount code 6AS18



C/O LONGLEAF SERVICES, INC.
116 S BOUNDARY STREET
CHAPEL HILL, NC 27514-3808

For orders outside the U.S., please visit our website for instructions.

Order toll-free: 800-848-6224
Order by fax: 800-272-6817
orders@longleafservices.org

Name _____
Address _____
City State _____ Zip _____

Account _____ Expiration Date _____
Signature _____ CVV# _____
Daytime Phone _____
 Check enclosed Discover Visa MC AmEx

Please send me the book(s) marked above
_____ Subtotal
_____ Shipping total**
_____ Sales tax***
_____ Grand total

PLEASE MENTION THIS DISCOUNT CODE WHEN ORDERING: 6AS18

**For domestic orders, please add a shipping charge of \$6.00 for the first book and \$1.00 for each additional book. All prices subject to change without notice.
***Nebraska, North Carolina, and Tennessee residents, please add sales tax according to your state and local rate.