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The primary and printed sources on which the present book draws are scattered in numerous international archives and libraries. My research has been carried out in Hungary, in the National Archives, the Manuscript Collections of the Hungarian National Széchényi Library and the Library of the Hungarian Academy of Sciences, in Budapest; in Austria, in the Haus-, Hof- und Staatsarchiv, and the Kriegsarchiv in Vienna; in England, in the National Archives (Public Record Office), at Kew, Richmond, Surrey; and in Germany, in the Geheimes Staatsarchiv Preußischer Kulturbesitz, Berlin-Dahlem. Other sources and secondary literature on which the present treatise is based have been consulted in the Library of Eötvös Loránd University, the Szabó Ervin Library of Budapest, the Library of Hungarian Parliament, the Library of the Hungarian Academy of Sciences and the Hungarian National Széchényi Library, Budapest; the Nationalbibliothek and the Universitätsbibliothek, Vienna; the University Library, Cambridge, and in the British Library (formerly British Museum), London; the Saint Petersburg (formerly A. A. Zhdanov) State University Library

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T. F.

PREFACE

TO THE SECOND EDITION

The enlargement of the European Union is a recent structural transformation of Europe of the first order. International rearrangements of this magnitude are rare in European history and warrant the reconsideration of earlier examples and their perception. Once again, we discuss in Europe centralized authority versus national sovereignty, common affairs versus home rule, federal administrative power versus state's rights.

This is a study on such a structural change and its British perception. The making of the Austro-Hungarian Monarchy in 1867 may well provide parallels, comparisons, and contrasts to what has been going on in the same area of the world today. The first version of this book (*The British Image of Hungary 1865/1870*, Budapest, 1976) was published almost thirty years ago. I cannot claim that this is an entirely new book, but I have done a great deal to revise, improve, enrich, and update it in many different ways. I continue to be interested first and foremost in the perception of the Austro-Hungarian Compromise¹ but within this work here I tried to present “the British Image of Hungary” in a more complex form than in the original version.²

I found already in 1976 that there was no separate British image of Hungary but I was reluctant to admit it in the title of the book. Though the book was generally well received internationally, Alan Sked aptly pointed out this contradiction between my 1976 title and the conclusion.³ I used the current opportunity to broaden the scope of the book from Hungarian to Austro-Hungarian. Over the past quarter of a century, the vast changes in, and new knowledge of, history have largely contributed to the reshaping of my own understanding and perspective of the past, national and international.

In addition to presenting and describing images, this edition examines the process of image building and the people who contributed to the making and shaping of those images. I discuss here more fully the role of a variety of people such as Count Rudolf Apponyi, Count Friedrich Ferdinand von Beust, Charles Boner, Sir John Bowring, William Ewart Gladstone, Arthur Griffith, Lajos Kossuth, Sir Robert B. D. Morier, Arthur J. Patterson, Henry de Worms and several others who were responsible for creating and tailoring the image of Austria and Hungary.

To interpret national images and stereotypes in terms of conscious political marketing is one of the important results of my own thinking. I found Lajos Kossuth to have been an outstanding forerunner of modern political marketing whose influence in Britain was still marked in the era of the Austro-Hungarian Compromise though he no longer lived in England and was about to withdraw from the stage of politics.

I have drawn on newly discovered primary sources, including the papers of Prussian diplomacy in the Geheimes Staatsarchiv Preußischer Kulturbesitz, Berlin-Dahlem, as well as the papers of Sir Robert B. D. Morier in the National Archives (Public Record Office), Kew, Richmond, Surrey, England. Morier's reports from (Buda-) Pest and Vienna I publish here for the first time. I have also made an effort to integrate some of the recently published and relevant interpretation offered by historians of various countries.

The history of international relations usually utilizes four approaches. One surveys international *contacts* and diplomacy. The other looks at the *influence* and interaction of nation-states. One may *compare* the development of two or more countries. Finally, research can be done as to the *perception* of a certain country and its people by another nation. These four approaches are interdependent, and it is through their integration that international relations can be understood in their complexity. The work on the new edition has only reinforced my belief in the value of these interrelated approaches.

