

“Only the Secret is Seductive... the Secret is the Clue!”: how selective silence is employed and justified by the World Bank as a communication strategy to respond to citizens’ criticism of its policies and projects in Egypt

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Through in depth elite interviews with thirteen World Bank employees, the research critically examined the communication strategy of the World Bank in responding to citizens’ criticism of its policy and projects, a historical and contemporary phenomenon that is under-researched despite of crucial

significance for the World Bank as a global communication actor in the global south (PhD thesis, 2016) [World Bank as a global communication actor in the global south \(PhD thesis, 2016\)](#)