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# ***Yugoslav Commercial Diplomacy in Developing Countries between State's (Economic) Interests and (Ideological) Solidarity***

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*Abstract:*

The article deals with the functioning of Yugoslav commercial diplomacy towards the developing countries that were members of the Non-Aligned Movement. With the help of literature, archival sources, and eyewitness accounts, three findings are presented. Firstly, ideology hardly played a role in Yugoslavia's economic relations with the less developed countries. Secondly, Yugoslav socialist realism towards the Non-Aligned countries was a combination of several parallel processes: altruism, egoism and political pragmatism, which meant that the Yugoslav authorities played several games on several levels to combine prestige politics and economic benefits.

*Keywords:*

commercial diplomacy, Yugoslavia, politics of prestige, non-aligned movement, developing countries

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