Turkish influence over deeply fragmented Bosnia has been omnipresent in recent years. This article explains the foundations and dynamics of this relationship, both historically and in contemporary Bosnia, examining how Bosnia-Turkey relations affect political elites, business, and the two countries’ general populations. Specifically, the article elaborates on Turkish foreign policy in Bosnia, and Bosnia’s response in turn. In analyzing this relationship, while recognizing that Turkey is an important player in the Balkans by virtue of its geography and history, the article suggests that Turkey should employ a more transparent and effective approach.

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