

## Joseph Nye Soft Power

In this Perspective, the authors urge strategists to consider a new concept for adapting U.S. grand strategy to the information age-noopolitik, which favors the use of "soft power"-as a successor to realpolitik, with its emphasis on "hard power." The authors illuminate how U.S. adversaries are already deploying dark forms of noopolitik-e.g., weaponized narratives, strategic deception, epistemic attacks. The authors propose new ways to fight back and discuss how the future of noopolitik might depend on what happens to the global commons-i.e., the parts of the Earth and space that fall outside national jurisdictions and to which all nations are supposed to have access. The authors expand on many of the ideas they first proposed in a 1999 RAND Corporation report titled *The Emergence of Noopolitik: Toward an American Information Strategy*, in which they describe the emergence of a new globe-circling realm: the noosphere. The authors explain that Earth first developed a geosphere, a geological mantle, and then a biosphere, consisting of plant and animal life. Third to develop will be the noosphere, a global "thinking circuit" and "realm of the mind"-a collective form of intelligence enabled by the digital information revolution. As the noosphere expands, it will profoundly affect statecraft; the conditions favoring traditional realpolitik strategies will erode, and the prospects for noopolitik strategies will grow. Thus, the decisive factor in today's and tomorrow's wars of ideas is bound to be "whose story wins"-the essence of noopolitik. To improve prospects for the noosphere and noopolitik, U.S. policy and strategy should, among other initiatives, treat the global commons as a pivotal issue area, uphold "guarded openness" as a guiding principle, and institute a requirement for periodic reviews of America's "information posture."

This book engages the view that students of International Relations need to break with the habit of defining power in terms of military capabilities of states. Featuring contributions from both upcoming and distinguished scholars, including Steven Lukes, Joseph Nye, and Stefano Guzzini, it explores the nature and location of 'power' in international politics through a variety of conceptual lenses. With a particular focus on the phenomenon of 'soft' power and different types of actors in a globalizing world, fifteen chapters assess the meaning of 'power' from the perspectives of realism, constructivism, global governance, and development studies, presenting discussions ranging from conceptual to practical oriented analyses. *Power in World Politics* attempts to broaden theoretical horizons to enrich our understanding of the distribution of power in world politics, thereby also contributing to the discovery and analysis of new political spaces. This is essential reading for all advanced students and scholars of international relations. This book discusses the question of soft power and public diplomacy challenges in East Asian context. Both concepts originate in the West, and in a sense this book can therefore be seen as an exercise in critically assessing soft power and public diplomacy in a different geographical and cultural setting.

For more than a century, the United States has been the world's most powerful state. Now some analysts predict that China will soon take its place. Does this mean that we are living in a post-American world? Will China's rapid rise spark a new Cold War between the two titans? In this compelling essay, world renowned foreign policy analyst, Joseph Nye, explains why the American century is far from over and what the US must do to retain its lead in an era of increasingly diffuse power politics. America's superpower status may well be tempered by its own domestic problems and China's economic boom, he argues, but its military, economic and soft power capabilities will continue to outstrip those of its closest rivals for decades to come.

China's soft power has attracted considerable attention in the recent decade. In this volume scholars from the U.K., Europe, the U.S., Singapore, Australia, Hong Kong and mainland China, including a number of well established and well known analysts on China, examine main areas where China has made noticeable advances in its appeal and influence. They include China's foreign policy discourse, international communication, cultural diplomacy, and foreign assistance. In addition, Chinese concept of soft power, foreign policy strategy, and the relationship between its international standing and that of the U.S. are also closely analysed. The volume covers some of the most recent development and assesses China's soft power critically. This book offers an assessment of China's efforts to cultivate its international image, as well as a critique of Nye's theory of soft power. It draws on case studies of the Chinese diplomatic practice and utilizes world opinion polls. This volume offers a theoretical and empirical perspective on the discussion on soft power with a particular focus on China's soft power.

At the beginning of the twenty-first century, China is poised to become a major global power. And though much has been written of China's rise, a crucial aspect of this transformation has gone largely unnoticed: the way that China is using soft power to appeal to its neighbours and to distant countries alike. This original book is the first to examine the significance of China's recent focus on soft power, that is, diplomacy, trade incentives, cultural and educational exchange opportunities, and other techniques, to project a benign national image, pose as a model of social and economic success, and develop stronger international alliances. Drawing on years of experience tracking China's policies in Southeast Asia, Latin America, and Africa, Joshua Kurlantzick reveals how China has wooed the world with a charm offensive that has largely escaped the attention of American policymakers. Beijing's new diplomacy has altered the political landscape in Southeast Asia and far beyond, changing the dynamics of China's relationships with other countries. China also has worked to take advantage of American policy mistakes, the author contends. In a provocative conclusion, he considers a future in which China may be the first nation since the Soviet Union to rival the U.S. in international influence.

This is the first theoretical book on Chinese Cultural Soft Power. It focuses on the inner logical relations between Chinese cultural soft power and the realization of the China Dream, while also offering detailed explanations of the scope of and essential questions concerning Chinese cultural soft power. The book is divided into six parts, which, taken

together, concisely yet thoroughly examine the theoretical roots of soft power and the current status of China's soft power as illustrated in concrete cases. On this basis, the author subsequently draws a cautious overall conclusion on the development of China's soft power.

Ibsen's plays rank among those most frequently performed world-wide, rivaled only by Brecht, Chekhov, Shakespeare, and the Greek tragedies. By the time Ibsen died in 1906, his plays had already conquered the theaters of the Western world. Inviting rapturous praise as well as fierce controversy, they were performed in Europe, North America, and Australia, contributing greatly to the theater, culture, and social life of these continents. Soon after Ibsen's death, his plays entered the stages of East Asia - Japan, China, Korea - as well as Africa and Latin America. . But while there exist countless studies on Ibsen the dramatist and the significance of his plays within different cultures written mainly by literary scholars, none of them examine the ways in which Ibsen's plays were performed, or the impact of such performances on the theater, social life, and politics of these cultures. In *Global Ibsen*, contributors look at the way performances of Ibsen's plays address problems typical to modern societies all over the world, including: the inferior social status of women, the decay of bourgeois family life and values, religious fundamentalism, industrial pollution and corporate cover-up, and/or the loss of and search for identity. Not since the Roman Empire has any nation had as much economic, cultural, and military power as the United States does today. Yet, as has become all too evident through the terrorist attacks of September 11th and the impending threat of the acquisition of nuclear weapons by Iran, that power is not enough to solve global problems--like terrorism, environmental degradation, and the proliferation of weapons of mass destruction--without involving other nations. Here Joseph S. Nye, Jr. focuses on the rise of these and other new challenges and explains clearly why America must adopt a more cooperative engagement with the rest of the world.

Peter Cutler is a respected Princeton professor living a quiet academic life when an old college friend makes him an offer he can't refuse: The position of foreign policy adviser for Democratic presidential candidate Wayne Kent. Cutler takes the job and eagerly jumps into the political fray. When Kent wins the election, Cutler's thrilled to find himself Under Secretary of State. But he soon discovers that the power politics of Washington are a far cry from the comforts of university life. In order to survive, he must participate in a ruthless tug-of-war in which everyone struggles to promote his own agenda. As Cutler becomes increasingly absorbed in the underhanded tactics of bureaucratic survival and the charms of an old girlfriend working in the Pentagon, his initial foreign policy goals recede into the background. Ultimately, the allure and hypocrisy of political life cause him to alienate everyone he cares about—and to make one life-altering political miscalculation.

Our ideas about national security have changed radically over the last five years. It has become a political tool, a "wedge issue," a symbol of pride and fear. It is also the one issue above all others that can make or break an election. And this is why the Democratic Party has been steadily losing power since 2001. In *Hard Power*, Michael O'Hanlon, an expert on foreign policy at the Brookings Institution, and Kurt Campbell, an authority on international security at the Center for Strategic and International Studies, explain how the Democrats lost credibility on issues of security and foreign policy, how they can get it back--and why they must. They recall the successful Democratic military legacy of past decades, as well as recent Democratic innovations--like the Homeland Security Office and the idea of nation-building--that have been successfully co-opted by the Republican administration. And, most importantly, they develop a broad national security vision for America, including specific defense policies and a strategy to win the war on terror.

The term soft power describes a country's ability to get what it wants by attracting rather than coercing others--by engaging hearts and minds through cultural and political values and foreign policies that other countries see as legitimate and conducive to their own interests. The concept was introduced by Joseph Nye, former Assistant Secretary of Defense for International Security Affairs, who wrote the Foreword for this book. The book analyzes the soft power assets of the United States and Japan, and how they contributed to one of the most successful, if unlikely, bilateral relationships of the twentieth century. Sponsored by the U.S. Social Science Research Council and the Japan Foundation's Center for Global Partnership, the book brings together anthropologists, political scientists, historians, economists, diplomats, and others to explore the multiple axes of soft power that operate in the U.S.-Japanese relationship, and between the United States and Japan and other regions of the world. The contributors move beyond an either-or concept of hard versus soft power to a more dynamic interpretation, and demonstrate the important role of non-state actors in wielding soft power. They show how public diplomacy on both sides of the Pacific--bolstered by less formal influences such as popular cultural icons, product brands, martial arts, baseball, and educational exchanges--has led to a vibrant U.S.-Japanese relationship since World War II despite formidable challenges.

Emphasizing the essentially interactive nature of persuasion, the book highlights an approach to soft power that has many implications for the world today.

China has been pursuing its national interests recently through the exercise of "soft power," as it projects a nonconfrontational face to the developing world. It is China's rapid economic expansion—and the country's need for natural resources, export markets, and political influence—that has led it to step up its engagement with developing countries in Southeast Asia, the Middle East, Africa, and Latin America. Extensive debate is ongoing in China regarding the source of the country's soft power and its reasons for utilizing it. It currently lacks a coordinated national soft-power strategy and views its soft power as defensive and largely reactive, a point of view intended to allay fears in other states of a Chinese threat. In the United States, also, debate is taking place about whether China's soft-power projection represents healthy competition or a strategic threat. Engaging China successfully on critical global issues such as climate change, energy, and security requires an accurate assessment of Chinese policy, exigencies, and progress in these issue areas. This new report from the CSIS Smart Power Initiative seeks to provide such an assessment, offering a multifaceted view of China's use of smart power and its implications for the United States.

Soft Power The Means To Success In World Politics Public Affairs

This book examines the foreign policy decisions of the presidents who presided over the most critical phases of America's rise to world primacy in the twentieth century, and assesses the effectiveness and ethics of their choices. Joseph Nye, who was ranked as one of *Foreign Policy* magazine's 100 Top Global Thinkers, reveals how some presidents tried with varying success to forge a new international order while others sought to manage America's existing position. The book shows how transformational presidents like Wilson and Reagan changed how America

sees the world, but argues that transactional presidents like Eisenhower and the elder Bush were sometimes more effective and ethical. It also draws important lessons for today's uncertain world, in which presidential decision making is more critical than ever.

Since the late 1990s South Korea has emerged as a new center for the production of transnational popular culture - the first instance of a major global circulation of Korean popular culture in history. Why popular (or not)? Why now? What does it mean socially, culturally and politically in a global context? This edited collection considers the Korean Wave in a global digital age and addresses the social, cultural and political implications in their complexity and paradox within the contexts of global inequalities and uneven power structures. The emerging consequences at multiple levels - both macro structures and micro processes that influence media production, distribution, representation and consumption - deserve to be analyzed and explored fully in an increasingly global media environment. This book argues for the Korean Wave's double capacity in the creation of new and complex spaces of identity that are both enabling and disabling cultural diversity in a digital cosmopolitan world. The Korean Wave combines theoretical perspectives with grounded case studies in an up-to-date and accessible volume ideal for both undergraduate and postgraduate students of Media and Communications, Cultural Studies, Korean Studies and Asian Studies.

America's image and influence have declined precipitously around the world. To maintain a leading role in global affairs, the United States must move from eliciting fear and anger to inspiring optimism and hope. In 2006, CSIS launched a bipartisan Commission on Smart Power to develop a vision to guide America's global engagement. This report lays out the commission's findings and a discrete set of recommendations for how the next president of the United States, regardless of political party, can implement a smart power strategy. The United States must become a smarter power by once again investing in the global good—providing things people and governments in all quarters of the world want but cannot attain in the absence of American leadership. By complementing U.S. military and economic might with greater investments in soft power, America can build the framework it needs to tackle tough global challenges.

Specifically, the United States should focus on five critical areas detailed in this report: alliances and institutions, global development, public diplomacy, economic integration, and technology and innovation. Implementing a smart power strategy will require a strategic reassessment of how the U.S. government is organized, coordinated, and budgeted. The next president should consider a number of creative solutions to maximize the administration's ability to organize for success, including the appointment of a “double-hatted” deputy to both the national security adviser and the director of the Office of Management and Budget who could carry out a smart power strategy.

Joseph Nye coined the term "soft power" in the late 1980s. It is now used frequently—and often incorrectly—by political leaders, editorial writers, and academics around the world. So what is soft power? Soft power lies in the ability to attract and persuade. Whereas hard power—the ability to coerce—grows out of a country's military or economic might, soft power arises from the attractiveness of a country's culture, political ideals, and policies. Hard power remains crucial in a world of states trying to guard their independence and of non-state groups willing to turn to violence. It forms the core of the Bush administration's new national security strategy. But according to Nye, the neo-conservatives who advise the president are making a major miscalculation: They focus too heavily on using America's military power to force other nations to do our will, and they pay too little heed to our soft power. It is soft power that will help prevent terrorists from recruiting supporters from among the moderate majority. And it is soft power that will help us deal with critical global issues that require multilateral cooperation among states. That is why it is so essential that America better understands and applies our soft power. This book is our guide.

The term “soft power” was coined in 1990 to foreground a capacity in statecraft analogous to military might and economic coercion: getting others to want what you want. Emphasizing the magnetism of values, culture, and communication, this concept promised a future in which cultural institutes, development aid, public diplomacy, and trade policies replaced nuclear standoffs. From its origins in an attempt to envision a United States–led liberal international order for a post–Cold War world, it soon made its way to the foreign policy toolkits of emerging powers looking to project their own influence. This book is a global comparative history of how soft power came to define the interregnum between the celebration of global capitalism in the 1990s and the recent resurgence of nationalism and authoritarianism. It brings together case studies from the European Union, China, Brazil, Turkey, and the United States, examining the genealogy of soft power in the Euro-Atlantic and its evolution in the hands of other states seeking to counter U.S. hegemony by nonmilitaristic means. Contributors detail how global and regional powers created a variety of new ways of conducting foreign policy, sometimes to build new solidarities outside Western colonial legacies and sometimes with more self-interested purposes. Offering a critical history of soft power as an intellectual project as well as a diplomatic practice, *Soft-Power Internationalism* provides new perspectives on the potential and limits of a multilateral liberal global order.

*Temptations of Power* examines the new security dilemma which confronted George W. Bush when terrorists proved on 9/11 that they could seriously wound a great military powers on home ground. The authors argue that the response was influenced by neo-conservative exaggeration of the efficacy of military power and belief in the US ability.

The West's two-century epoch as global powerhouse is at an end. A new world order, with China and India as the strongest economies, dawns. How will the West react to its new status of superpower in decline? In Kishore Mahbubani's timely polemic, he argues passionately that the West can no longer presume to impose its ideology on the world, and crucially, that it must stop seeking to intervene, politically and militarily, in the affairs of other nations. He examines the West's greatest follies of recent times: the humiliation of Russia at the end of the Cold War, which led to the rise of Putin, and the invasion of Iraq after 9/11, which destabilised the Middle East. Yet, he argues, essential to future world peace are the Western constructs of democracy and reason, which it must continue to promote, by diplomacy rather than force, via multilateral institutions of global governance such as the UN. Only by recognising its changing status, and seeking to influence rather than dominate, he warns, can the West continue to play a key geopolitical role. 'Kishore Mahbubani might well be the most intelligent, friendly and doggedly persistent critic of the West. In this brief book, he delivers some of his trademark analysis and pungent observations. We should all think of it as the cold shower that is urgently needed to revive the West' Fareed Zakaria, author of *The Post-American World* 'A powerful, disputatious book. It's not comfortable reading, and it wasn't meant to be' Paul Kennedy, Director of International Security Studies and Professor of History at Yale University

'Stimulating, intelligent and enjoyable discussions of the most important issues of our day.' STEVEN PINKER 'From entrepreneurs to athletes, and world leaders to entertainers, this is a

fascinating collection of interviews with some of the world's most influential individuals.' MARK CUBAN 'Thought Economics is a fine rebuke to the soundbite culture; these interviews are driven by real curiosity, and there is a wealth of wisdom here.' EDWARD STOURTON Since 2007, entrepreneur and philanthropist Vikas Shah has been on a mission to interview the people shaping our century. Including conversations with Nobel prizewinners, business leaders, politicians, artists and Olympians, he has been in the privileged position of questioning the minds that matter on the big issues that concern us all. We often talk of war and conflict, the economy, culture, technology and revolutions as if they are something other than us. But all these things are a product of us - of our ideas, our dreams and our fears. We live in fast-moving and extraordinary times, and the changes we're experiencing now, in these first decades of the twenty-first century, feel particularly poignant as decisions are made that will inform our existence for years to come. What started out as a personal interest in the mechanisms that inform our views of the world, and a passion for understanding, has grown into a phenomenal compilation of once-in-a-lifetime conversations. In this incredible collection, Shah shares some of his most emotive and insightful interviews to date. Chapters include: Chapter 1. On Identity: Who We Are Chapter 2. On Culture: The Context of Humanity Chapter 3. On Leadership: Bringing Humanity Together Chapter 4. On Entrepreneurship: The Creators and the Makers Chapter 5. On Discrimination and Injustice: Them and Us Chapter 6. On Conflict: War, Peace and Justice Chapter 7. On Democracy: A 2,500-year Experiment in Power Interviewees: Marina Abramovic, Professor Jim Al-Khalili, Professor Kwame Anthony Appiah, Professor Justin Barrett, Professor Sean Carroll, Professor Deepak Chopra, Professor George Church, Dame Jane Morris Goodall DBE, Sir Antony Gormley, Bear Grylls OBE, Professor Yuval Noah Harari, Sir Anish Kapoor CBE, Rose McGowan, Sam Neill, Professor Steven Pinker, Dr Jordan B. Peterson, Sir Ken Robinson, Professor Carlo Rovelli, Sadhguru, Dr Carl Safina, Dr Elif Shafak, Philippe Starck, Professor Jack Szostak, Dr Maya Angelou (1928-2014), David Bailey CBE, Black Thought, Heston Blumenthal OBE, Ed Catmull, Alain Ducasse, Tracey Emin CBE, George the Poet, Paul Greengrass, Siddharth Roy Kapur, Lang Lang, Ken Loach, Yann Martel, Moby, Sir Andrew Motion, Rankin, Ritesh Sidhwani, Lemn Sissay MBE, Saul Williams, Hans Zimmer, Carlo Ancelotti OSI, Mark Cuban, Professor Stew Friedman, Professor Green, Commander Chris Hadfield, Gary Hamel, Tony Hsieh, Arianna Huffington, Professor John Kotter, General Stanley McChrystal, General Richard Myers, Jacqueline Novogratz, Robert Bernard Reich, Nico Rosberg, Sheryl Sandberg, Stephen Schwarzman, General Sir Richard Shirreff, Hamdi Ulukaya, Jocko Willink, Sophia Amoruso, Steve Ballmer, Sir Richard Branson, Tory Burch, Stewart Butterfield, Steve Case, Dennis Crowley, Weili Dai, Sir James Dyson, Jamal Edwards MBE, Tony O. Elumelu, Scott Farquhar, Naveen Jain, Donna Karan, Kevin O'Leary, Robin Li, Kiran Mazumdar-Shaw, José Neves, Michael Otto, John Sculley, Gary Vaynerchuk, Jack Welch (1935-2020), will.i.am, Chip Wilson, Jerry Yang, Professor Muhammad Yunus, David Baddiel, Laura Bates, Lord John Bird MBE, Sir Philip Craven MBE, Dexter Dias QC, Melinda Ann Gates, Leymah Gbowee, Matt Haig, Afua Hirsch, Ruth Hunt, Jameela Jamil, L. A. Kauffman, Frederik Willem (F.W.) de Klerk, Iby Knill, Harry Leslie Smith (1923-2018), George Takei, Peter Tatchell, Ai Weiwei, Bertie Ahern, President Martti Ahtisaari, Professor Alexander Betts, Marina Cantacuzino, François Crépeau, Dr Shirin Ebadi, Ben Ferencz, Zeid Ra'ad Al Hussein, Gulwali Passarlay, Professor George Rupp, Lech Walesa, Jody Williams, Catherine Woolard, Alastair Campbell, Noam Chomsky, Vicente Fox, Professor A. C. Grayling, Toomas Hendrik Ilve, Susan Herman, Garry Kasparov, Michael Lewis, Ted Lieu, Moisés Naím, Admiral James Stavridis, Ece Temelkuran, Yanis Varoufakik, Guy Verhofstadt, Lord Woolf, Bassem Youssef

This book explores the phenomenon of soft power in international relations. In the context of current discourses on power and global power shifts, it puts forward a comprehensive taxonomy of soft power and outlines a methodological roadmap for its empirical study. To that end, the book classifies soft power into distinct components - resources, instruments, reception, and outcomes - and identifies relevant indicators for each of these categories. Moreover, the book integrates previously neglected aspects into the concept of soft power, including the significance of (political) personalities. A broad range of historical examples is drawn upon to illustrate the effects of soft power in international relations in an innovative and analytically differentiated way. A central methodological contribution of this book consists in highlighting the value of comparative-historical analysis (CHA) as a promising approach for empirical analyses of the soft power of different actors on the international stage. By introducing a comprehensive taxonomy of soft power, the book offers an innovative and substantiated perspective on a pivotal phenomenon in today's international relations. As the forces of attraction in world politics continue to gain in importance, it provides a valuable asset for a broad readership. "In this important and thoughtful book, Hendrik Ohnesorge explains and advances our knowledge of the ways that soft power, public diplomacy, and charismatic personal diplomacy are shaping the international relations of our global information age." Joseph S. Nye, Jr., Harvard University and author of *The Future of Power*

In recent years, India has emerged as a major economic and political power. Yet, the country's cultural influence outside India has not been adequately analyzed in academic discourses. This book, a pioneering attempt, from an international communication/media perspective, is aimed to fill the existing gap in scholarship in this area.

"Fluent, well-timed, provocative. . . . Filled with gritty, shrewd, specific advice on foreign policy ends and means. . . . Gelb's plea for greater strategic thinking is absolutely right and necessary." — *The New York Times Book Review* "Few Americans know the inner world of American foreign policy—its feuds, follies, and fashions—as well as Leslie H. Gelb. . . . *Power Rules* builds on that lifetime of experience with power and is a witty and acerbic primer." — *The New York Times* *Power Rules* is the provocative account of how to think about and use America's power in the world, from Pulitzer Prize winner Leslie H. Gelb, one of the nation's leading foreign policy minds and practitioners.

One of the most brilliant and influential international relations scholars of his generation, Joseph S. Nye Jr. is one of the few academics to have served at the very highest levels of US government. This volume collects together many of his key writings for the first time as well as new material, and an important concluding essay which examines the relevance of international relations in practical policymaking. This book addresses: \* America's post-Cold War role in international affairs \* the ethics of foreign policy \* the information revolution \* terrorism.

The book explores the notion of soft power as set of theoretical arguments about power, and as a reflection of how each country perceives what is an increasingly necessary perspective on international relations in an age of ubiquitous global communication flows and encroaching networks of non-state actors. Soft power is discussed a means by which public diplomacy is justified and in the process, reflects arguments for how each state sees what is possible through soft power.

Americans constantly make moral judgments about presidents and foreign policy. Unfortunately, many of these assessments are poorly thought through. A president is either praised for the moral clarity of his statements or judged solely on the results of their actions. In *Do Morals Matter?*, Joseph S. Nye, Jr., one of the world's leading scholars of international relations, provides a concise yet penetrating analysis of the role of ethics in US foreign policy during the American era after 1945. Nye works through each presidency from FDR to Trump and scores their foreign policy on three ethical dimensions of their intentions,

the means they used, and the consequences of their decisions. Alongside this, he also evaluates their leadership qualities, elaborating on which approaches work and which ones do not. Regardless of a president's policy preference, Nye shows that each one was not fully constrained by the structure of the system and actually had choices. He further notes the important ethical consequences of non-actions, such as Truman's willingness to accept stalemate in Korea rather than use nuclear weapons. Since we so often apply moral reasoning to foreign policy, Nye suggests how to do it better. Most importantly, presidents need to factor in both the political context and the availability of resources when deciding how to implement an ethical policy—especially in a future international system that presents not only great power competition from China and Russia, but a host of transnational threats: the illegal drug trade, infectious diseases, terrorism, cybercrime, and climate change.

The Routledge Handbook of Soft Power is the first volume to offer a comprehensive and detailed picture of soft power and associated forms of public diplomacy. The terms soft power and public diplomacy have enormous currency in media and policy discourse, yet despite all the attention the terms remain conceptually ambiguous for analysts of international influence. The consequence is that the terms have survived as powerful, yet criticized, frames for influence. Divided into two main parts, Part I outlines theoretical problems, methodological questions, the cultural imperative and the technological turn within the study of soft power and Part II focuses on bringing the theory into practice through detailed discussion of key case studies from across the Americas, Europe, the Middle East, Africa and Asia. This innovative handbook provides a definitive resource for students and scholars seeking to familiarize themselves with cutting-edge debates and future research on soft power and will be of interest to those studying and researching in areas such as international relations, public diplomacy and international communication.

What causes war? How can military conflicts best be prevented? A prominent political scientist here addresses these questions, offering ideas that will be widely debated. Stephen Van Evera frames five conditions that increase the risk of interstate war: false optimism about the likely outcome of a war, a first-strike advantage, fluctuation in the relative power of states, circumstances that allow nations to parlay one conquest into another, and circumstances that make conquest easy. According to Van Evera, all but one of these conditions—false optimism—rarely occur today, but policymakers often erroneously believe in their existence. He argues that these misperceptions are responsible for many modern wars, and explores both World Wars, the Korean War, and the 1967 Mideast War as test cases. Finally, he assesses the possibility of nuclear war by applying all five hypotheses to its potential onset. Van Evera's book demonstrates that ideas from the Realist paradigm can offer strong explanations for international conflict and valuable prescriptions for its control.

Is America still Number 1? A leading scholar of international politics and former State Department official takes issue with Paul Kennedy and others and clearly demonstrates that the United States is still the dominant world power, with no challenger in sight. But analogies about decline only divert policy makers from creating effective strategies for the future, says Nye. The nature of power has changed. The real and unprecedented challenge is managing the transition to growing global interdependence.

The rise of widespread negative attitudes towards US foreign policy, especially due to the war of aggression against Iraq and the subsequent military occupation of the country – has brought new attention to the meaning and instruments of soft power. In this edited collection, an outstanding line up of contributors provides the most extensive discussion of soft power to date. Soft power is the use of attraction and persuasion rather than the use of coercion or force in foreign policy. It arises from the attractiveness of a country's culture, political ideals and policies, whereas hard power develops out of a country's military or economic might. Soft Power has become part of popular political discourse since it was coined by Harvard's Joseph Nye, and this volume features a brand new chapter by Nye outlining his views on soft, hard and smart power and offers a critique of the Bush administration's inadequacies. He then goes on to examine the challenges for the incoming US president. The other contributions to the volume respond to Nye's views from a range of theoretical, historical and policy perspectives giving new insights in to both soft power and the concept of power itself. This is the most comprehensive and up-to-date analysis of this key concept in foreign affairs and is essential reading for scholars of US foreign policy, public diplomacy, international relations and foreign policy analysis.

Over recent decades South Korea's vibrant and distinctive populist culture has spread extensively throughout the world. This book explores how this "Korean wave" has also made an impact in North Korea. The book reveals that although South Korean media have to be consumed underground and unofficially in North Korea, they are widely watched and listened to. The book examines the ways in which this is leading to popular yearning in North Korea for migration, defecting to the South or for people to just become more like South Koreans. Overall, the book demonstrates that the soft power of the Korean wave is having an undermining impact on the hard, constraining cultural climate of North Korea.

The influential policy thinker who coined the term "soft power" examines the changing nature of power since the Cold War, the new ways in which it is exercised, and how those changes impact America's role in the world 320 pp.

'A book that analyzes what leadership really means and how it relates to power. It will be invaluable for both political and business leaders alike. Nye developed the concept of hard and soft power, and now he shows how best leaders use both in a smart way'. Walter Isaacson, President, The Aspen Institute

In the era of Kennedy and Khrushchev, power was expressed in terms of nuclear missiles, industrial capacity, numbers of men under arms, and tanks lined up ready to cross the plains of Eastern Europe. By 2010, none of these factors confer power in the same way: industrial capacity seems an almost Victorian virtue, and cyber threats are wielded by non-state actors. Politics changed, and the nature of power—defined as the ability to affect others to obtain the outcomes you want—had changed dramatically. Power is not static; its story is of shifts and innovations, technologies and relationships. Joseph Nye is a long-time analyst of power and a hands-on practitioner in government. Many of his ideas have been at the heart of recent debates over the role America should play in the world: his concept of "soft power" has been adopted by leaders from Britain to China; "smart power" has been adopted as the bumper-sticker for the Obama Administration's foreign policy. This book is the summation of his work, as relevant to general readers as to foreign policy specialists. It is a vivid narrative that delves behind the elusive faces of power to discover its enduring nature in the cyber age.

Proponents of American public diplomacy sometimes find it difficult to be taken seriously. Everyone says nice things about relying less on military force and more on soft power. But it has been hard to break away from the longtime conventional wisdom that America owes its place in the world primarily to its muscle. Today, however, policy makers are recognizing that merely being a "superpower" - whatever that means now - does not ensure security or prosperity in a globalized society. *Toward a New Public Diplomacy* explains public diplomacy and makes the case for why it will be the crucial element in the much-needed reinvention of American foreign policy.

This book examines the Chinese Communist Party's attempts to improve China's image around the world, thereby increasing its "soft power." This soft, attractive form of power is crucial if China is to avoid provoking an international backlash against its growing military and economic might. The volume focuses on the period since Xi Jinping came to power in 2012, and is global in scope, examining the impact of Chinese policies from Hong Kong and Taiwan to Africa and South America. The book explains debates over soft power within China and delves into case studies of important policy areas for China's global image campaign, such as film, news media and the Confucius Institutes. The most comprehensive work of its kind, the volume presents a picture of a Chinese leadership that has access to vast material resources and growing global influence but often struggles to convert these resources into genuine international affection. With a foreword by Joseph Nye, *Soft Power With Chinese Characteristics* will be

invaluable to students and scholars of Chinese politics and Chinese media, as well as international relations and world politics more generally.

A volume devoted to artists addressing our politically tumultuous times. *Soft Power: A Conversation for the Future* accompanies an exhibition of recent work and new commissions by twenty artists from around the world organized by the San Francisco Museum of Modern Art. These artists understand themselves as social actors, question their responsibility as citizens, and are active in their role as public intellectuals and provocateurs. Artists featured include Nairy Baghramian, LaToya Ruby Frazier, Carlos Motta, and Xaviera Simmons, among many others. This expansive catalog includes six long-form essays by curators, artists, and other writers, as well as brief texts and interviews introducing the exhibition artists, and showcases work ranging from video and photography to sculpture, architectural interventions, and performance. Each work of art in its own way considers the collective histories and construction of ideologies and other underlying power structures that influence our world.

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