
Soft Power The Means To Success In World Politics

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Soft Power

The Means To Success In World Politics *PublicAffairs*

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.

Soft Power

The Means To Success In World

Politics *Hachette UK*

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Soft-Power Internationalism

Competing for Cultural Influence in the 21st-Century Global Order

Columbia University Press

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.

Charm Offensive

How China's Soft Power is Transforming the World *Yale University Press*

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.

Soft Power

The Forces of Attraction in International Relations *Springer Nature*

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*

The Future of Power *Public Affairs*

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.

Do Morals Matter?

Presidents and Foreign Policy from FDR to Trump *Oxford University Press,*

USA

What is the role of ethics in American foreign policy? The Trump Administration has elevated this from a theoretical question to front-page news. Should ethics even play a role, or should we only focus on defending our material interests? In *Do Morals Matter?* Joseph S. Nye provides a concise yet penetrating analysis of how modern American presidents have-and have not-incorporated ethics into their foreign policy. Nye examines each presidency during the American era post-1945 and scores them on the success they achieved in implementing an ethical foreign policy. Alongside this, he evaluates their leadership qualities, explaining which approaches work and which ones do not.

Temptations of Power

The United States in Global Politics After 9/11 *Springer*

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 Rhetoric of Soft Power

Public Diplomacy in Global Contexts *Lexington Books*

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.

Hard Power and Soft Power: The Utility of Military Force as an Instrument of Policy in the 21st Century *Lulu.com*

The Paradox of American Power

Why the World's Only Superpower Can't Go It Alone *Oxford University Press*

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.

Bound to Lead

The Changing Nature of American Power *Basic Books*

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.

America the Virtuous

The Crisis of Democracy and the Quest for Empire *Transaction Publishers*

Urged on by a powerful ideological and political movement, George W. Bush committed the United States to a quest for empire. American values and principles were universal, he asserted, and should guide the transformation of the world. Claes Ryn sees this drive for virtuous empire as the triumph of forces that in the last several decades acquired decisive influence in both the American parties, the foreign policy establishment, and the media. Public intellectuals like William Bennett, Charles Krauthammer, William Kristol, Michael Novak, Richard Perle, and Norman Podhoretz argued that the United States was an exceptional nation and should bring "democracy," "freedom," and "capitalism" to countries not yet enjoying them. Ryn finds the ideology of American empire strongly reminiscent of the French Jacobinism of the eighteenth century. He describes the drive for armed world hegemony as part of a larger ideological whole that both expresses and aggravates a crisis of democracy and, more generally, of American and Western civilization. America the Virtuous sees the new Jacobinism as symptomatic of America shedding an older sense of the need for restraints on power. Checks provided by the US Constitution have been greatly

weakened with the erosion of traditional moral and other culture.

leaders use both in a smart way'. Walter Isaacson, President, The Aspen Institute

Japan and China as Charm Rivals

Soft Power in Regional Diplomacy *University of Michigan Press*

Two Asian powers compete for the goodwill of their neighbors

The Power Game *PublicAffairs*

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.

The Powers to Lead *Oxford University Press*

'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

Hard Diplomacy and Soft Coercion

Russia's Influence Abroad *Brookings Institution Press*

During the Cold War, Soviet influence and Leninist ideology were inseparable. But the collapse of both systems threw Russian influence into limbo. In this book, James Sherr draws on his in-depth study of the country over many years to explain and analyse the factors that have brought Russian influence back into play. Today, Tsarist, Soviet and contemporary approaches combine in creative and discordant ways. The result is a policy based on a mixture of strategy, improvisation and habit. The novelty of this policy and its apparent successes pose possible dangers for Russia's neighbours, the West and Russia itself.

Chinese Soft Power *Cambridge University Press*

Africa's Soft Power

Philosophies, Political Values, Foreign Policies and Cultural Exports *Routledge*

This book investigates the ways in which soft power is used by African countries to help drive global influence. Selecting four of the countries most associated with soft power across the continent, this book delves into the currencies of soft power across the region: from South Africa's progressive constitution and expanding multinational corporations, to Nigeria's Nollywood film industry and Technical Aid Corps (TAC) scheme, Kenya's sport diplomacy, fashion and tourism industries, and finally Egypt's

Pan-Arabism and its reputation as the cradle of civilisation. The book asks how soft power is wielded by these countries and what constraints and contradictions they encounter. Understandings of soft power have typically been driven by Western scholars, but throughout this book, Oluwaseun Tella aims to Africanise our understanding of soft power, drawing on prominent African philosophies, including Nigeria's Omolúwàbí, South Africa's Ubuntu, Kenya's Harambee, and Egypt's Pharaonism. This book will be of interest to researchers from across political science, international relations, cultural studies, foreign policy and African Studies. The Open Access version of this book, available at <http://www.taylorfrancis.com/books/e/9781003176022>, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license

Changing Organizational Culture

Cultural Change Work in Progress *Routledge*

How is practical change work carried out in modern organizations? And what kind of challenges, tasks and other difficulties are normally encountered as a part of it? In a turbulent and changing world, organizational culture is often seen as central for sustained competitiveness. Organizations are faced with increased demands for change but these are often so challenging that they meet heavy resistance and fizzle out. Changing Organizational Culture encourages the development of a reflexive approach to organizational change, providing insights as to why it may be difficult to maintain momentum in change processes. Based around an illuminating case study of a

cultural change programme, the book provides 15 lessons on the entire change journey; from analysis and design, to implementation and how organizational members should approach change projects. This enhanced edition considers the most recent studies on organizational change practice, with new examples from businesses and the public sector, and includes one empirical study which uses the authors' own framework, enriching their practical recommendations. It also draws on the latest theoretical developments, including ideas of power and storytelling. Accompanying the text is an online pedagogic and research ideas guide available for course instructors and lecturers at Routledge.com. Changing Organizational Culture will be vital reading for students, researchers and practitioners working in organizational studies, change management and HRM.

Cities, Museums and Soft Power *Rowman & Littlefield*

In *Cities, Museums and Soft Power*, museum planners Gail Lord and Ngaire Blankenberg demonstrate how museums and cities are using their soft power to address some of the most important issues of our time. Soft power is the exercise of influence through attraction, persuasion, and agenda setting rather than military or economic coercion.

The Future of Power (Large Print 16pt) *ReadHowYouWant.com*

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.

Soft Power

The New Great Game for Global Dominance *Abacus*

In recent years the modern world has developed a brave new concept: 'soft power'. It is the power of friendly persuasion rather than command, and it invites nations to compete (as they did in the nineteenth century) to expand their 'sphere of influence' as brands in a global marketplace. In *Bloody Foreigners* and *The Last Wolf*, Robert Winder explored the way Britain was shaped first by migration, and then by hidden geographical factors. Now, in *Soft Power* he reveals the ways in which modern states are asserting themselves not through traditional *realpolitik* but through alternative means: business, language, culture, ideas, sport, education, music, even food - the

texture and values of history and daily life. Moving from West to East, the book tells the story of soft power by exploring the varied ways in which it operates - from an American sheriff in Poland to an English garden in Ravello, a French vineyard in Australia, an Asian restaurant in Spain, a Chinese Friendship Hall in Sudan; the fact that fifty-eight modern heads of state were educated in Britain; the student exchange that took a teenage Deng Xiaoping to a small town on the Loire; the way that Japan could seduce the world with chic food and smart computer games. Now there may be a new twist in this Great game. With soft power's quiet ingredients - education, science, trade, cultural values - and a new emphasis on shared mutual interest, it may be the only force supple enough to tackle the challenges the future looks likely to pose - not least the slam-the-door reflexes pulling in the other direction.

The Future of Power *PublicAffairs*

Power evolves. At the beginning of the twenty-first century, unsurpassed in military strength and ownership of world resources, the United States was indisputably the most powerful nation in the world. But the global information age is rendering these traditional markers of power obsolete. To remain at the pinnacle of world power, the United States must adopt a strategy that considers the impact of the internet on global power resources. *The Future of Power* examines what it means to be powerful in the twenty-first century and illuminates the road ahead.

Is the American Century Over? *John Wiley & Sons*

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.

Reflections on War

Preparedness and Consequences

AFRICAN SUN MeDIA

Reflections on War is a comprehensive and objective investigation into the problems of war. The book explores the crucial link between theory, strategy and objectives in war, taking all the evidence and theory into account, and should be of interest to military practitioners, specialists in defence studies, and others interested in military history. Also notable about the work is its ability to draw insights together from international legal theory, management sciences, history, sociology and the political economy of war ? showing due respect for the moral complexities involved in waging war.

Rational Choice and Politics A&C Black

Rational Choice Theory claims to be able to explain how all individuals make not just some of their choices, but all of their choices, all of the time. According to the

theory, there is no difference in principle between choosing whether to buy apples rather than bananas or choosing whether to join a political revolution instead of staying at home and watching television. Given these claims to universal applicability, it is perhaps not surprising to find that over the last three or four decades Rational Choice Theory has become increasingly influential as a means of providing explanations in politics. The textbook introduces the premises of Rational Choice Theory and illustrates how this theory can be applied to political studies. The book concludes with an assessment of the usefulness of the model in the light of the problems highlighted. -"Parson's book provides a lucid presentation and a cogent critique of Rational Choice Theory in economics and politics." Professor Steve Pressman, Department of Economics and Finance, Monmouth University, USA

Causes of War

Power and the Roots of Conflict

Cornell University Press

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.

The Poverty of Historicism *Routledge*

On its publication in 1957, *The Poverty of Historicism* was hailed by Arthur Koestler as 'probably the only book published this year which will outlive the century.' A devastating criticism of fixed and predictable laws in history, Popper dedicated the book to all those 'who fell victim to the fascist and communist belief in Inexorable Laws of Historical Destiny.' Short and beautifully written, it has inspired generations of readers, intellectuals and policy makers. One of the most important books on the social sciences since the Second World War, it is a searing insight into the ideas of this great thinker.

The Big Stick

The Limits of Soft Power and the Necessity of Military Force *Basic Books*

"Speak softly and carry a big stick" Theodore Roosevelt famously said in 1901, when the United States was emerging as a great power. It was the right sentiment, perhaps, in an age of imperial rivalry but today many Americans doubt the utility of their global military presence, thinking it outdated, unnecessary or even dangerous. In *The Big Stick*, Eliot A. Cohen—a scholar and practitioner of

international relations—disagrees. He argues that hard power remains essential for American foreign policy. While acknowledging that the US must be careful about why, when, and how it uses force, he insists that its international role is as critical as ever, and armed force is vital to that role. Cohen explains that American leaders must learn to use hard power in new ways and for new circumstances. The rise of a well-armed China, Russia's conquest of Crimea and eastern Ukraine, nuclear threats from North Korea and Iran, and the spread of radical Islamist movements like ISIS are some of the key threats to global peace. If the United States relinquishes its position as a strong but prudent military power, and fails to accept its role as the guardian of a stable world order we run the risk of unleashing disorder, violence and tyranny on a scale not seen since the 1930s. The US is still, as Madeleine Albright once dubbed it, "the indispensable nation."

Power Rules

How Common Sense Can Rescue American Foreign Policy *Harper Collins*

An assessment of the use and misuse of American power in international affairs urges leaders to use their influence to solve major international problems rather than dictating to other nations, and evaluates historical examples from the past half-century.

From London to Beijing

Soft Power and Public Diplomacy in Global Politics

The ever-present keyword 'soft power' has continued to trend in the recent

decades and has been referenced a multitude of times amongst not only the political leaders of the world but also news outlets. Soft power projection is considered a key component in the twenty-first century multiplex and countries are continuing to find ways to produce soft power through whatever means possible. Conceived by Harvard professor Joseph Nye, soft power is, as conceived described as a co-optive and attractive force that operates through a country's ability to attract and persuade others to do what it wants without force. Soft power manifests itself in many forms but is commonly seen through the foreign policy, public diplomacy and culture produced by a particular country. The purpose of my research is to assess why other countries are considered 'better' proponents of soft power protection. The two case studies will be the United Kingdom and China. Despite having different political systems they find commonalities in their imperialistic and dynastic histories, economic power and an abundance of culture. The assertion that this thesis will advance is that China is systematically disadvantaged in projecting soft power by means of public diplomacy and by extension generating soft power. Recipients or potential partners are biased against or unappreciative of China's non-western themes of projection. To compare the relative success and failure of both countries this thesis will first seek to explain what the concepts of soft power and public diplomacy are. It will then explain in what areas the United Kingdom is 'better' than China and then seek to argue that in the current global climate China is not able to succeed by argument of a non-level playing field. The strengths and weaknesses of both

nations will be examined through various lenses, both through their histories, public diplomacy efforts and their means of power projection. What this thesis will hope to conclude is that China continues to face an uphill battle, from within its domestic borders but also from the international community where its actions continue to be subject to scrutiny and criticism.

Whose Story Wins

Rise of the Noosphere, Noopolitik, and Information-Age Statecraft

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."

Likewar

The Weaponization of Social Media

Eamon Dolan Books

Social media has been weaponized, as state hackers and rogue terrorists have seized upon Twitter and Facebook to create chaos and destruction. This urgent report is required reading, from defense experts P.W. Singer and Emerson T. Brooking.

The Dragon's Hidden Wings

How China Rises with Its Soft Power

Lexington Books

The Dragon's Hidden Wings is the first comprehensive study on China's use of soft power. Sheng Ding provides the reader with an insightful empirical study that details China's economic and political rise on the global scene over the course of the last three decades. This book not only endeavors to examine the connections between the ongoing rise of China and what Joseph Nye defines as soft power, but also attempts to give readers a more complete understanding

of China's national power and modernization process. The main questions addressed are: What are the theoretical and empirical connections between the soft power concept and the rise of China? What are China's own soft power resources? How has Beijing used soft power to become a major player in the world? What opportunities and challenges does the use of soft power present to China? This study is essential reading for scholars of Chinese politics and foreign policy, and for scholars of international relation interested in the concept and application of soft power.

Soft Power and US Foreign Policy

Theoretical, Historical and Contemporary Perspectives

Routledge

Soft power is the use of attraction and persuasion rather than the use of coercion or force in foreign policy. This volume features a brand new chapter by Joseph Nye outlining his views on soft, hard and smart power and offers a critique of the Bush administration's inadequacies. 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.

Global Ibsen

Performing Multiple Modernities

Routledge

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.

American Power in the 21st Century *Polity*

America wields a combination of military, economic and cultural power that many consider unprecedented. The way America uses this power has repercussions on every major issue of world affairs, including the prospects of regional security, the spread of democratic governance, and the provision of global public goods in economic and environmental domains. This volume explores the questions raised by American power from a variety of perspectives. Is the emphasis laid on military power likely to be self-defeating for the United States in the long run? Is "soft power" or persuasion a more effective way to promote American interests and goals? How is American

predominance perceived in Europe, China and the Arab world? Will it last or will other powers coalesce to resist US hegemony? The authors address these and other fundamental questions in rigorous and historically sensitive analyses of this critical juncture in global politics. The book will be of great interest to students and scholars in political science and international relations, as well as all those concerned with and by one of the key topics of our time. Contributors include: Robert Cooper, Michael Cox, Zhiyuan Cui, Abdelwahab El-Affendi, G. John Ikenberry, Robert Kagan, Mary Kaldor, Joseph S. Nye, Thomas Risse.

Protocol

The Power of Diplomacy and How to Make It Work for You *Ecco*

President Obama's former United States chief of protocol looks at why diplomacy and etiquette matter--from the international stage to everyday life. History often appears to consist of big gestures and dramatic shifts. But for every peace treaty signed, someone set the stage, using hidden influence to effect the outcome. In her roles as chief of protocol for President Barack Obama and social secretary to President Bill Clinton and First Lady Hillary Clinton, Capricia Penavic Marshall not only bore witness to history, she facilitated it. From arranging a room to have an intended impact on the participants to knowing which cultural gestures earned trust, her behind-the-scenes preparations laid the groundwork for successful diplomacy between heads of state around the world and tilted the playing field in her team's favor. If there's one thing that working at the highest levels of government for over

two decades has taught Marshall, it's that there is power in detail and nuance--the micro-moves that affect the macro-shifts. When seemingly minor aspects of an engagement go missing or awry--a botched greeting or even a poorly chosen menu--it alters the emotions and tenor of an exchange, setting up obstacles rather than paving a way forward. In some cases, an oversight may put the entire endeavor in jeopardy. Sharing unvarnished anecdotes from her time in office--harrowing near misses, exhilarating triumphs, heartwarming personal stories--Marshall brings us a master class in soft power, unveiling the complexity of human interactions and making the case that etiquette, cultural IQ, and a flexible mind-set matter now more than ever. When the notion of

basic civility seems to be endangered, Protocol reminds us how critical these principles are while providing an accessible guide for anyone who wants to be empowered by the tools of diplomacy in work and everyday life.

The New Public Diplomacy

Soft Power in International Relations *Springer*

After 9/11, which triggered a global debate on public diplomacy, 'PD' has become an issue in most countries. This book joins the debate. Experts from different countries and from a variety of fields analyze the theory and practice of public diplomacy. They also evaluate how public diplomacy can be successfully used to support foreign policy.