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China's growing soft power strengths in culture, education, and enterprise, will continue to be tempered by negative global perceptions of China's foreign policy and human rights issues. Until China can find a better balance between these conflicting forces on its soft power, the top 20 looks out of reach.

China - Soft Power

China's Soft Power Strategy Definition of soft power The concept of 'soft power' was introduced by Joseph Nye in 1990, but as a form of power, it has existed since the dawn of human history. Both hard power and soft power have contributed to the rise and fall of great powers.

China's Soft Power Strategy | FINS India

Jonathan McClory is a partner at Sanctuary Counsel, a strategic advisory firm in London, and the creator of The Soft Power 30 index. It feels like another era, but it was less than four years ago ...

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