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Yonezawa Akiyoshi -- Nurturing soft power : the impact of Japanese-U.S. university exchanges / Ellen Mashiko and Horie Miki -- The attractions of the j-wave for American youth / Anne Allison -- Shared memories : Japanese pop culture in China / Nakano Yoshiko -- Japan's creative industries : culture as a source of soft power in the industrial sector / Sugiura Tsutomu -- Baseball in U.S.-Japanese relations : a vehicle of soft power in historical perspective / Sayuri Guthrie-Shimizu -- American pop culture as soft power : movies and broadcasting / Matthew Fraser -- Wielding soft power : the key stages of transmission and reception / Kondo Seiichi -- Official soft power in practice : U.S. public diplomacy in Japan / William G. Crowell -- Japan does soft power : strategy and effectiveness of its public diplomacy in the United States / Agawa Naoyuki -- Mr. Madison in the twenty-first century : global diffusion of the people's "right to know" / Lawrence Repeta -- Soft power of NGOs : growing influence beyond national boundaries / Imata Katsuji and Kuroda Kaori.

Sommario/riassunto

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. This 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.
