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Sommario/riassunto	What is ""soft power""? How can a country acquire and enjoy it? Is it the product of public or private initiatives? How significant is ""soft power"" in world affairs? The concept of ""soft power,"" the idea that international success depends not just upon weaponry, force, and military coercion, but also on admiration and respect for a country's culture and way of life, is winning ever-greater global attention. As

China enjoys ever-increasing heft on the global scene, many Chinese officials seek t...

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