

1. Record Nr.	UNINA9910817916503321
Titolo	Going soft? the US and China go global // edited by Priscilla Roberts ; contributors Cao Songqin [and thirty eight others]
Pubbl/distr/stampa	Newcastle upon Tyne, England : , : Cambridge Scholars Publishing, , 2014 ©2014
ISBN	1-4438-5942-7
Descrizione fisica	1 online resource (638 p.)
Disciplina	303.48251
Soggetti	Globalization - China International economic relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	TABLE OF CONTENTS; LIST OF ILLUSTRATIONS; LIST OF TABLES; PREFACE; INTRODUCTION; PART I; CHAPTER ONE; CHAPTER TWO; CHAPTER THREE; CHAPTER FOUR; CHAPTER FIVE; CHAPTER SIX; CHAPTER SEVEN; PART II; CHAPTER EIGHT; CHAPTER NINE; CHAPTER TEN; CHAPTER ELEVEN; CHAPTER TWELVE; CHAPTER THIRTEEN; CHAPTER FOURTEEN; CHAPTER FIFTEEN; CHAPTER SIXTEEN; PART III; CHAPTER SEVENTEEN; CHAPTER EIGHTEEN; CHAPTER NINETEEN; CHAPTER TWENTY; CHAPTER TWENTY-ONE; CHAPTER TWENTY-TWO; CHAPTER TWENTY-THREE; CHAPTER TWENTY-FOUR; CHAPTER TWENTY-FIVE; CHAPTER TWENTY-SIX; CHAPTER TWENTY-SEVEN; CHAPTER TWENTY-EIGHT; PART IV CHAPTER TWENTY-NINE CHAPTER THIRTY; CHAPTER THIRTY-ONE; CHAPTER THIRTY-TWO; CHAPTER THIRTY-THREE; CHAPTER THIRTY-FOUR; CHAPTER THIRTY-FIVE; CHAPTER THIRTY-SIX; CHAPTER THIRTY-SEVEN; CHAPTER THIRTY-EIGHT; CONTRIBUTORS; INDEX
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...
