



Kultur und Aussenpolitik: Handbuch f|r Wissenschaft und Praxis (German Edition)

Kurt-J|rgen Maass

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Soft Power ist in einem Jahrzehnt zu einem Schlüsselwort der Außenpolitik geworden. Von den USA über die Länder der EU und die Russische Föderation bis hin nach Ostasien ist die wissenschaftliche und politikbegleitende Literatur zu diesem Thema kaum mehr überschaubar. Ein britischer Think Tank hat sogar begonnen, ein "international ranking of soft power" zu entwickeln - in dem Deutschland weltweit auf Platz 3 steht. Sprache, Kultur, Bildung, Entwicklung, Konfliktprävention, Systemtransfer, Medien - alle Teile leisten unverzichtbare Beiträge zur "Sanften Macht" Deutschlands.

Dieses nach wie vor einzigartige Handbuch, das in wenigen Jahren zum Standardwerk geworden ist, lässt 32 Wissenschaftler und Praktiker den Stand der Diskussion und die Entwicklung umfassend analysieren. Auch Konkurrenten wie China und Russland werden ausführlich behandelt. Neue Themen in dieser Auflage sind Public Diplomacy und Soft Power; Kultur und Entwicklung; Transformationsunterstützung.

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