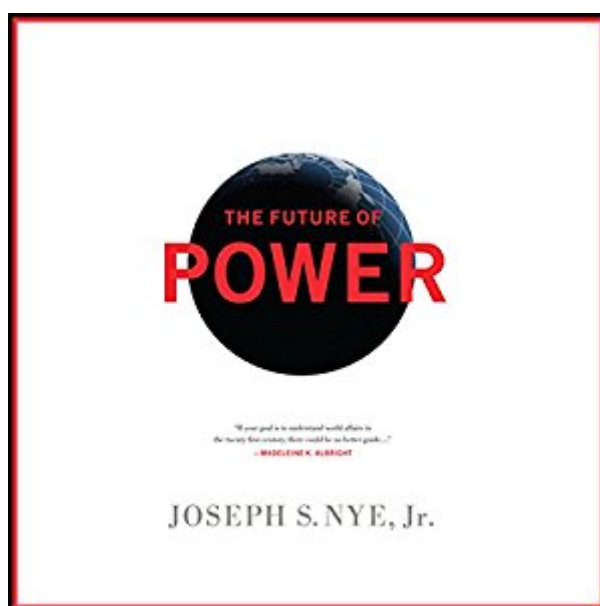


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# The Future Of Power: Its Changing Nature And Use In The Twenty-first Century



## Synopsis

Power evolves. In the 16th century, control of colonies and gold bullion gave Spain the edge; 17th-century Netherlands profited from trade and finance; 18th-century France gained from its larger population, while 19th-century British power rested on its primacy in the Industrial Revolution and its navy. In the era of Kennedy and Khrushchev, power resources were measured in terms of nuclear missiles, industrial capacity, and numbers of men under arms and tanks lined up ready to cross the plains of Eastern Europe. But the global information age of the 21st century is quickly rendering these traditional markers of power obsolete, remapping power relationships. In *The Future of Power*, Joseph S. Nye, Jr., a longtime analyst of power and a hands-on practitioner in government, delivers a new power narrative that considers the shifts, innovations, bold technologies, and new relationships that will define the 21st century. He shows how power resources are adapting to the digital age and how smart power strategies must include more than a country's military strength. Information once reserved for the government is now available for mass consumption. The Internet has literally put power at the fingertips of nonstate agents, allowing them to launch cyberattacks on governments from their homes and creating a security threat that is felt worldwide. But the cyberage has also created a new power frontier among states, ripe with opportunity for developing countries. At the beginning of the twenty-first century, America had about a quarter of the world's product but only 5 percent of its population. It was indisputably the most powerful nation in the world, unsurpassed in military strength and ownership of world resources. Today, China, Brazil, India, and others are increasing their share of world power resources, but remain unlikely to surpass America as the most powerful nation if the United States adopts new strategies designed for a global information age. The Internet's ultimate impact on the nature of power is a concern shared by nations around the world. *The Future of Power*, by examining what it means to be powerful in the 21st century, illuminates the road ahead.

## Book Information

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## Customer Reviews

Joseph Nye is a brilliant thinker. He understands the strength of "soft power" to combat terrorism, as no one else seems to grasp. His voice must be heard in order to avert disaster in the near future.

Yet it would seem his is a "cry in the wilderness." God help us.

Did a book appraisal for Nature of The Political Economy. Very interesting read. Nye really knows what he's talking about

Joseph Nye, for a scholar of his stature, has a pedestrian, plodding and repetitive style. His arguments also tend to run to platitudes. Reading THE FUTURE OF POWER required perhaps less of the reader's patience than did Nye's earlier SOFT POWER book, This is, for the most part, solid scholarship, but don't expect elegance, grace or style either in the argument or in the way in which it is presented.

Excellent Item and Fast Shipping! Thanks!

The book focuses on how nations can exert influence. The two simplistic methods are hard power (mostly military strength) and soft power (cultural appeal, foreign aid, persuasion, etc.). Nye argues that both are important and that the proper balance between the two is what he calls "smart power." Nye focuses on rising nations that may not always see eye-to-eye with America. His conclusions strike me as accurate and remarkably well said. He has an upbeat view of America's future in the 21st Century. Academic but still approachable for the rest of us, this is a great book to read if you want to better understand America's role in the world.

Joseph Nye has written yet another wonderful book. It is rooted in many years of scholarship and in a careful reading of the existing literature. The book proposes new concepts (e.g. "smart power"),

and summarizes a vast amount of information and previous analyses. Nye's arguments help all of us understand the new dynamics of global power in the twenty-first century. In particular, his analysis of the dynamic between China and the U.S. is most illuminating. A must read for everyone interested in where the world is going.

I knew Nye years ago at Harvard. He worked at both sides I think State and Defense! A great scholar and teacher.

If you are interested in global politics then this is a timely and important book. Nye gives many persuasive historical examples to support his general theme. He speaks convincingly about the importance of soft power, his main interest. However, he balances this with numerous examples where soft power has not worked and will not work in the future. The Future of Power is not a page turner, but Nye's work displays a deep understanding of how power works globally. Few other authors possess such a comprehensive view into the mechanics of world power.

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