

Soft Power as Political and Business Acumen

STARS,
Singapore,
Feb 25, 2017

Michael Schindhelm

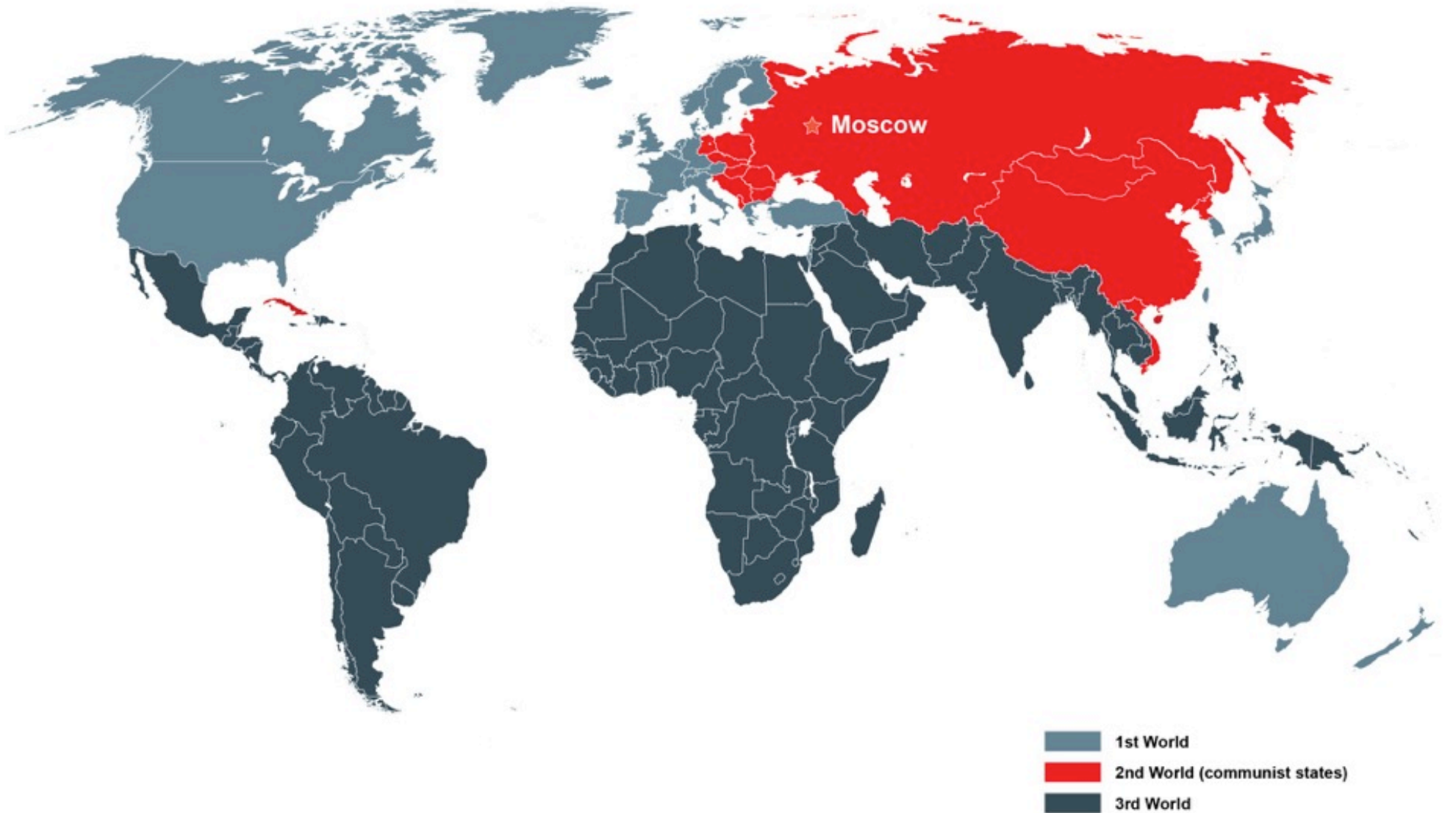
Soft power is a concept to describe the ability to attract and co-opt rather than to coerce, using force or giving money as a means of persuasion.

**“The United States are not
a conqueror”**

**John Allen,
Singapore Feb 22**



SOVIET ALIGNED COUNTRIES AS ON 1975



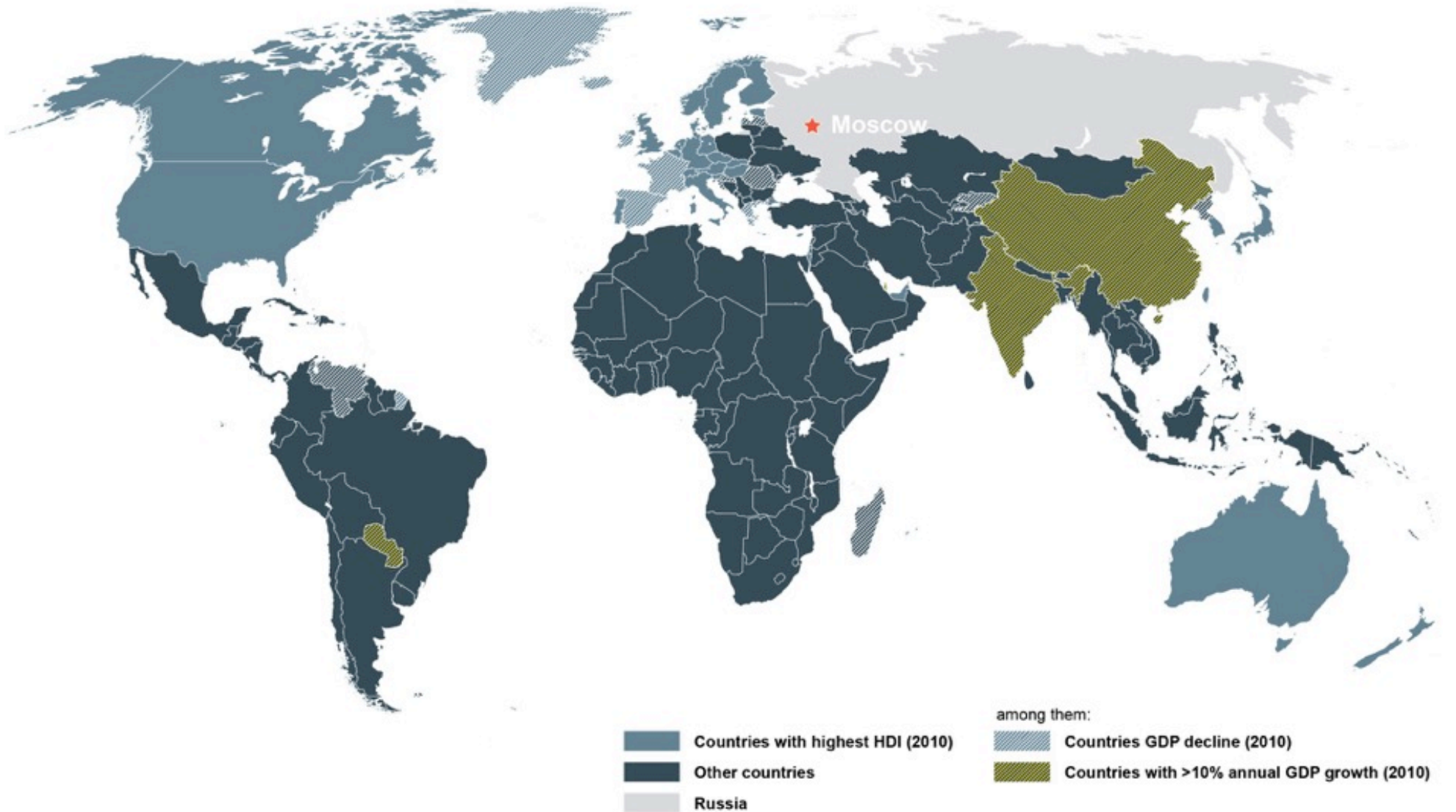


“when one country gets other countries to want what it wants-might be called co-optive or soft power in contrast with the hard or command power of ordering others to do what it wants.”

Bound to Lead: The Changing Nature of American Power,
1990, Joseph Nye



WORLD DEVELOPMENT AS ON 2010



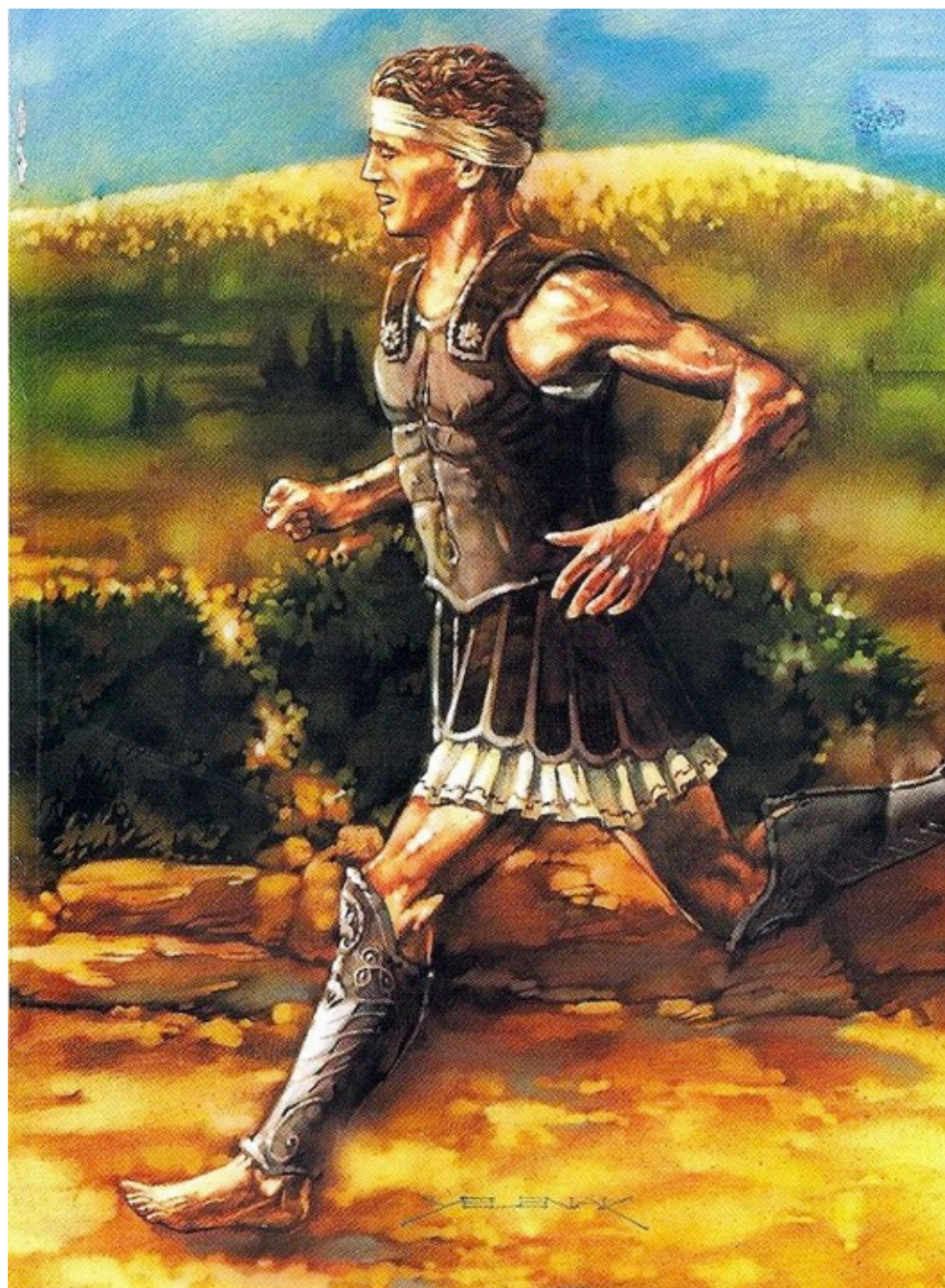
Sources: <http://hdr.undp.org/en/statistics/>
<https://www.cia.gov/library/publications/the-world-factbook/>

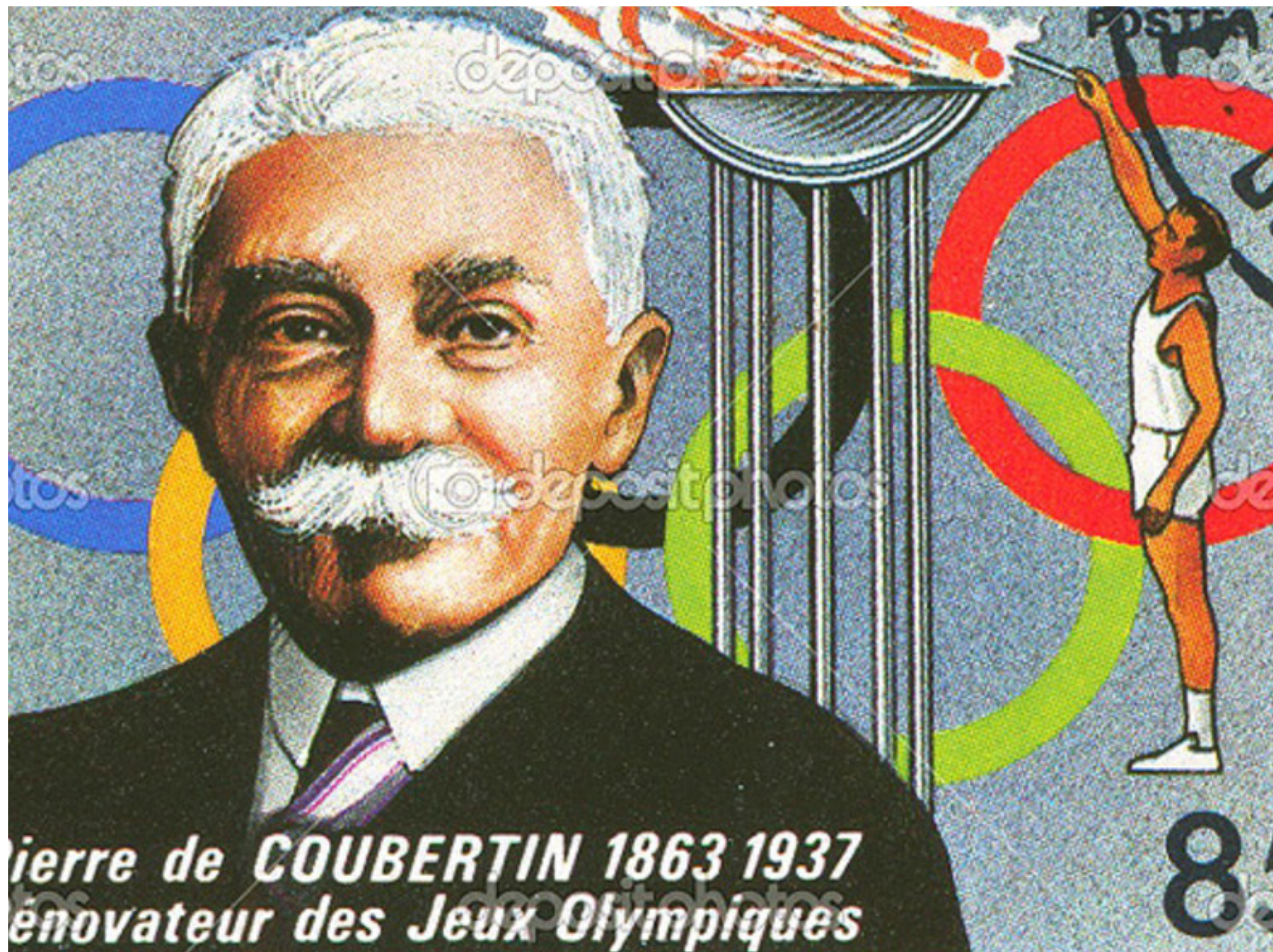
Portland's
The Soft Power 30 2015^[28]

Rank ↕	Country ↕
1	 United Kingdom
2	 Germany
3	 United States
4	 France
5	 Canada
6	 Australia
7	 Switzerland
8	 Japan
9	 Sweden
10	 Netherlands
11	 Denmark
12	 Italy
13	 Austria
14	 Spain
15	 Finland

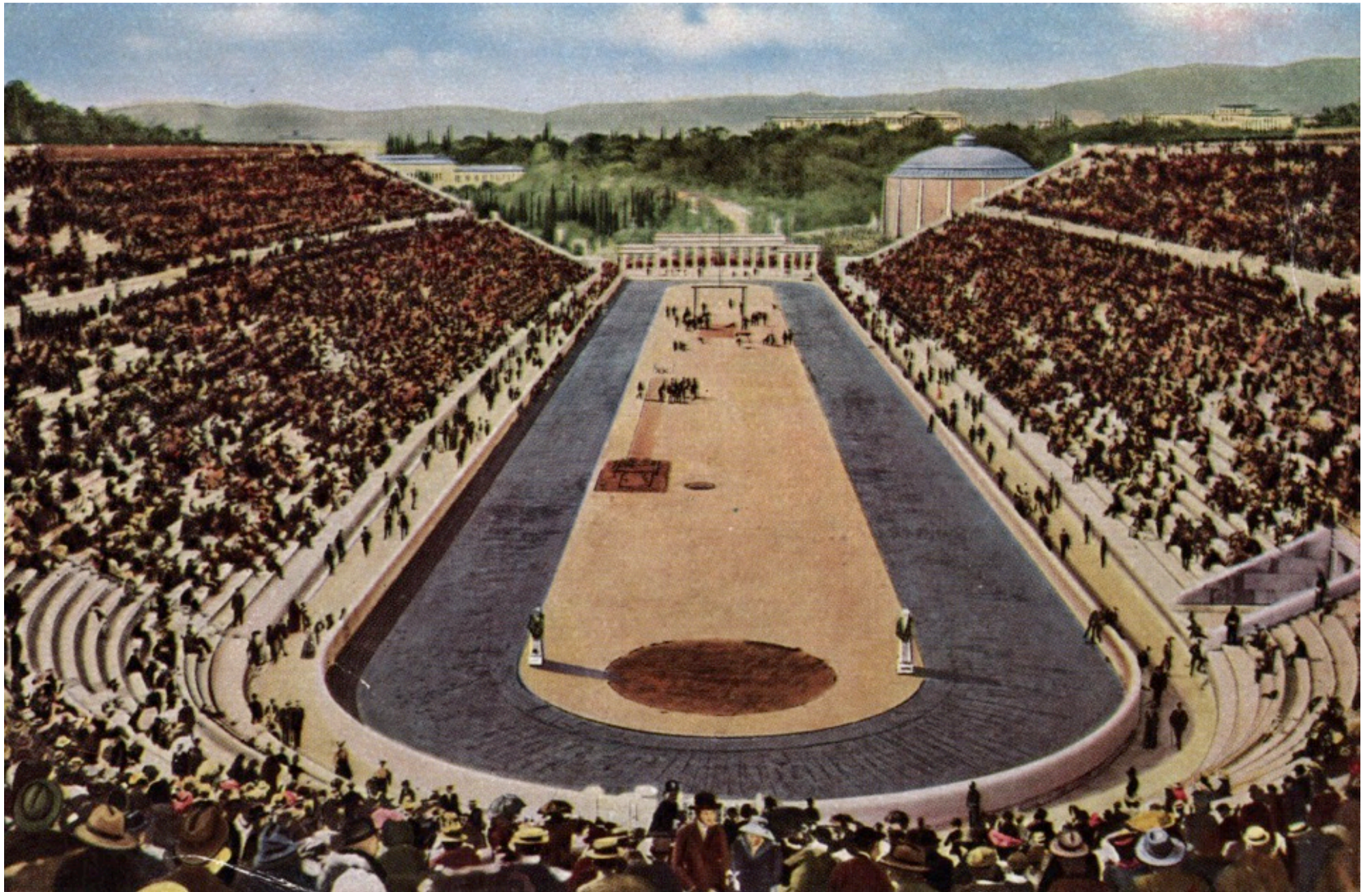
Monocle's
Soft Power Survey 2014/15^[9]

Rank ↕	Country ↕
1	 United States ▲
2	 Germany ▼
3	 United Kingdom ▼
4	 Japan ▲
5	 France ▼
6	 Switzerland ▼
7	 Australia ▼
8	 Sweden ▼
9	 Denmark ▲
10	 Canada ▼
11	 Spain ▲
12	 Italy ▼
13	 Netherlands —
14	 New Zealand ▲
15	 South Korea ▼

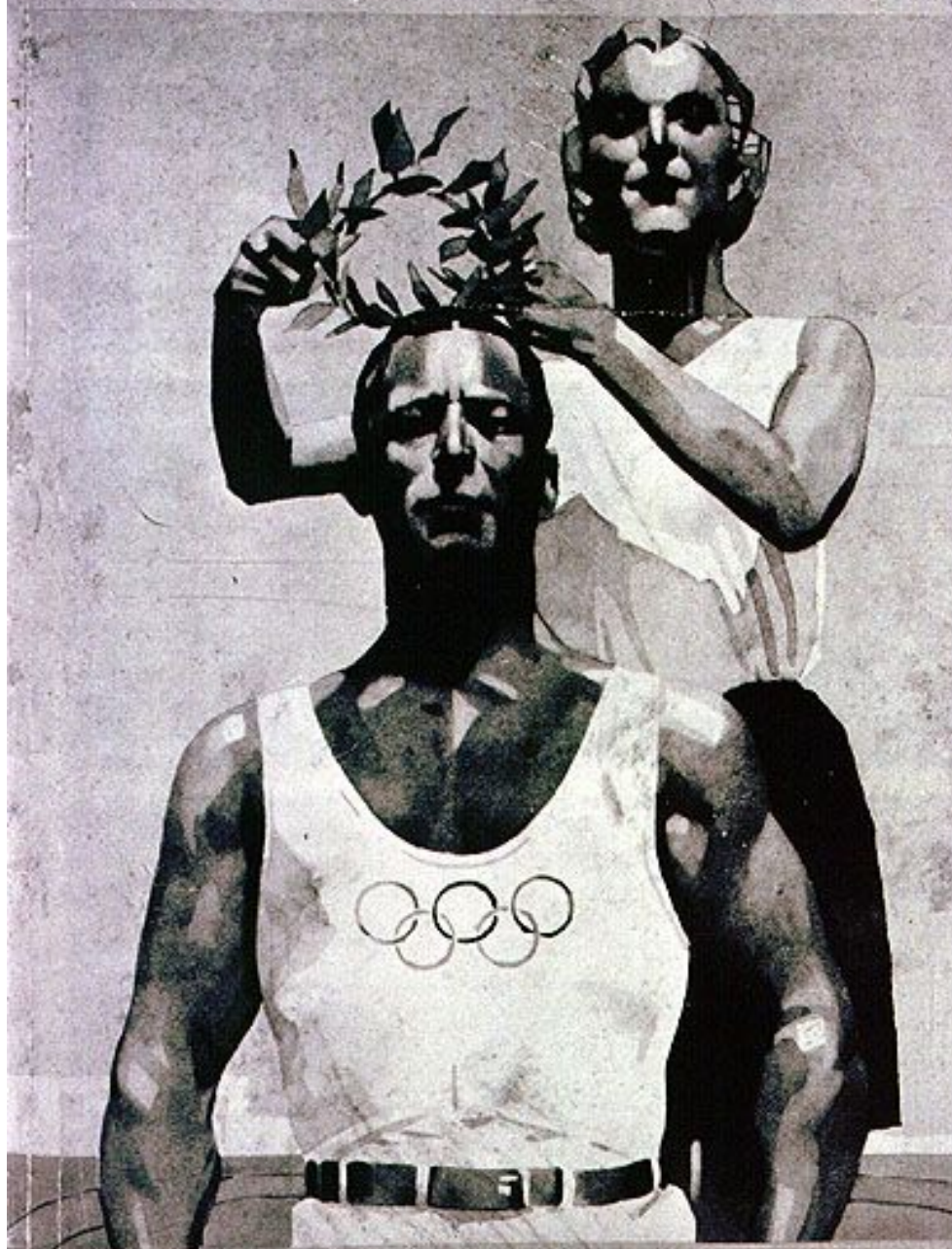




Pierre de COUBERTIN 1863 1937
renovateur des Jeux Olympiques



Berliner Illustrierte Zeitung



BERICHT
in Wort und Bild

Die 16 olympischen Tage





se are the top ten nations that won medals at the 1972 Games.

nk ◆	Nation ◆	Gold ◆	Silver ◆	Bronze ◆	Total
1	 Soviet Union	50	27	22	99
2	 United States	33	31	30	94
3	 East Germany	20	23	23	66
4	 West Germany	13	11	16	40
5	 Japan	13	8	8	29
6	 Australia	8	7	2	17
7	 Poland	7	5	9	21
8	 Hungary	6	13	16	35
9	 Bulgaria	6	10	5	21
10	 Italy	5	3	10	18



Rank ↕	Nation ↕	Gold ↕	Silver ↕	Bronze ↕	Total
1	 China	48	21	29	98
2	 United States	36	38	36	110
3	 Russia	22	18	26	66
4	 Great Britain	19	13	15	47
5	 Germany	16	10	15	41
6	 Australia	14	15	17	46
7	 South Korea	13	10	8	31
8	 Japan	9	6	10	25
9	 Italy	8	9	10	27
10	 France	7	16	18	41
Total (86 NOCs)		302	303	353	958

* Host nation (China)







**Тов. Ленин ОЧИЩАЕТ
ЗЕМЛЮ ОТ НЕЧИСТИ.**



Die Spinne





**MARKS THE
SPOT!**



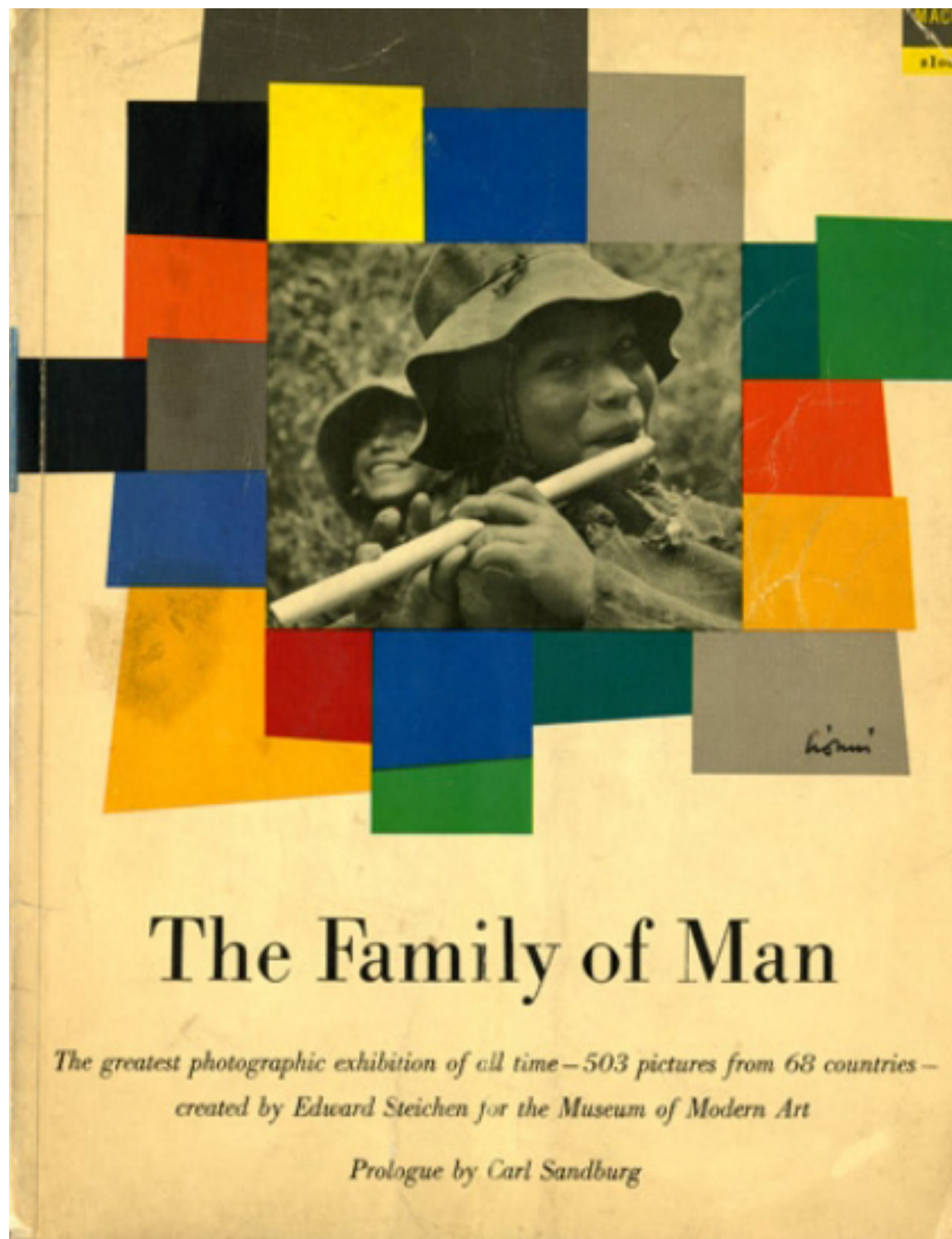
KEEP'EM FIRING



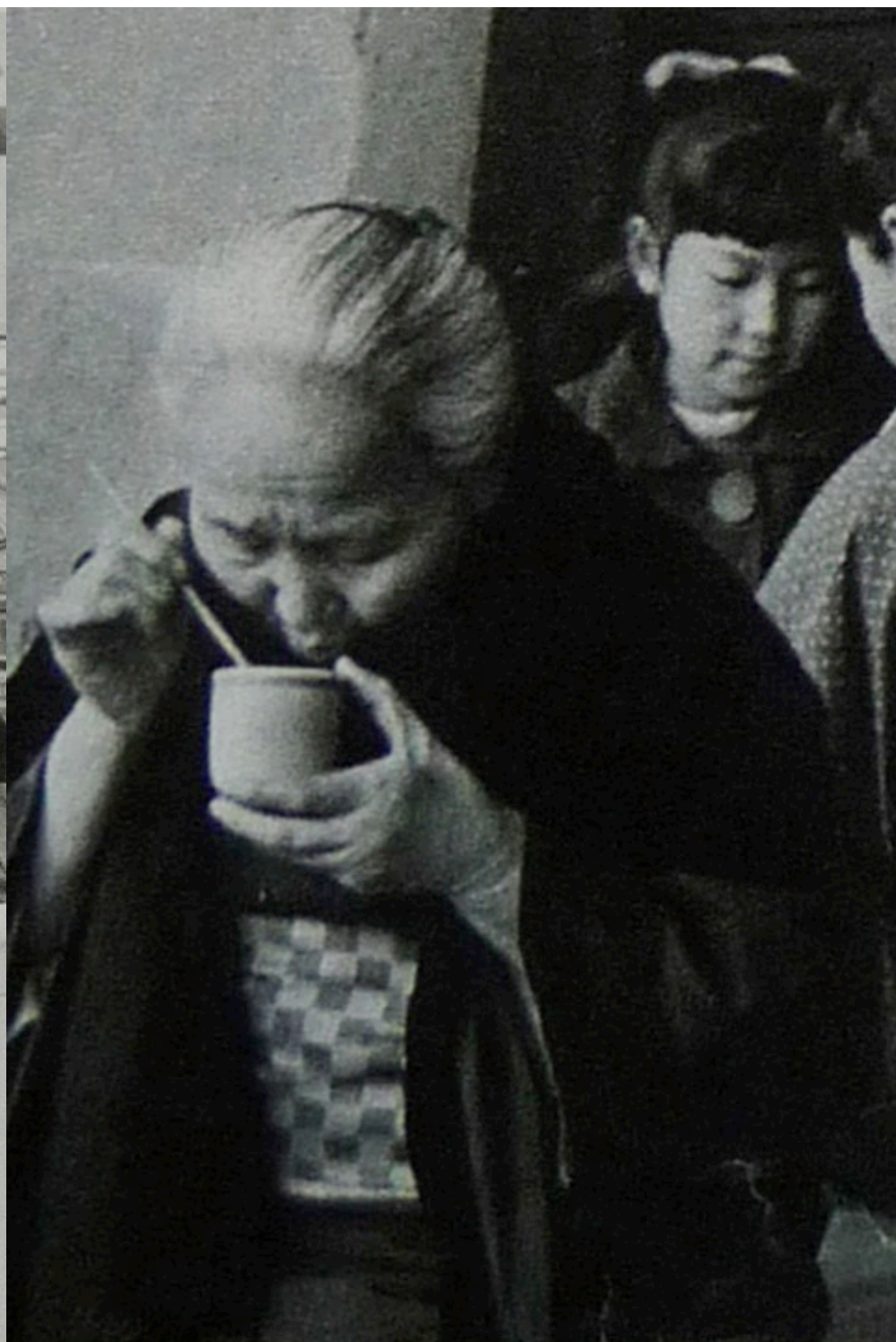
**ЗАВОЕВАНИЙ
ОКТЯБРЯ**

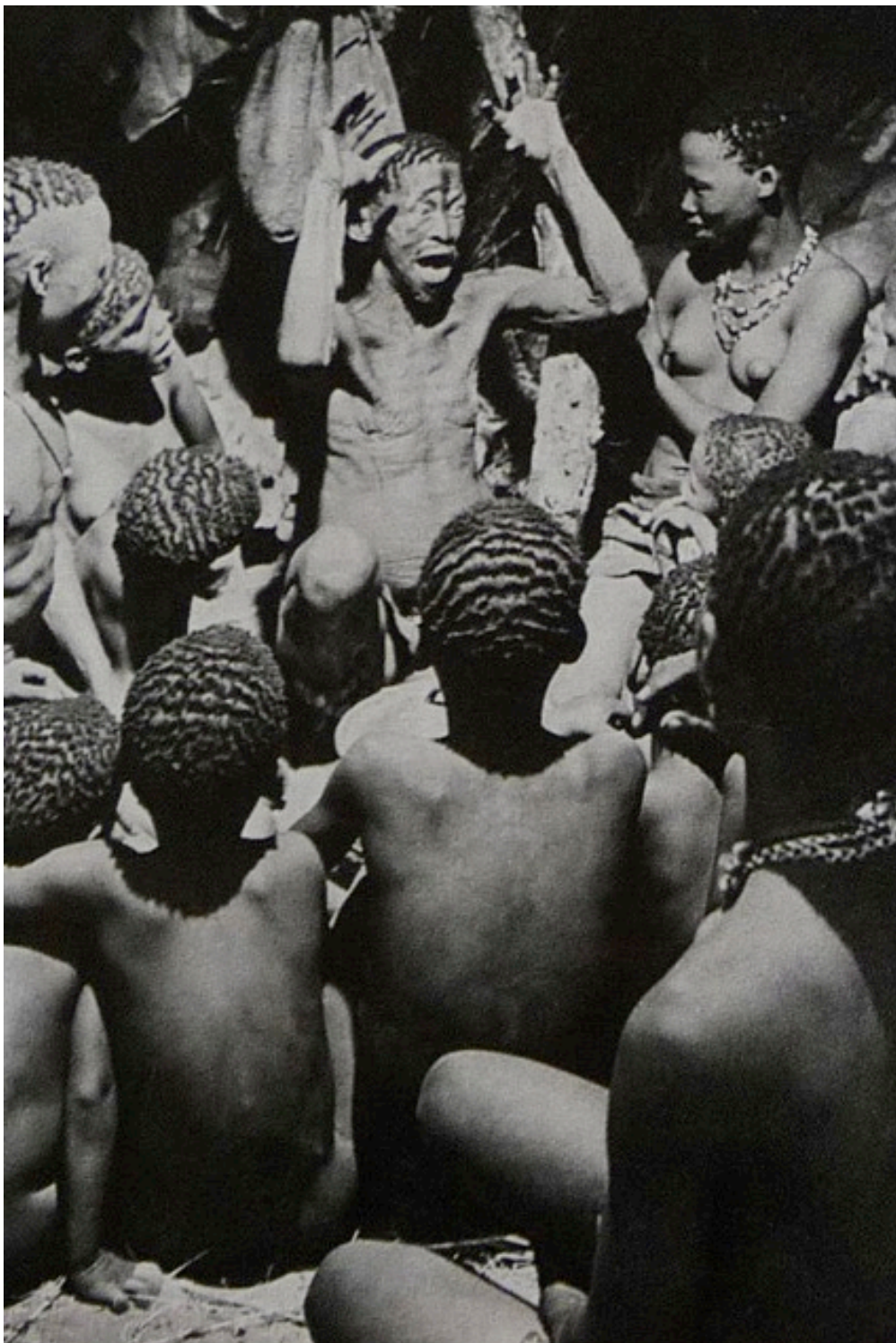
НЕ ОТДАДИМ !





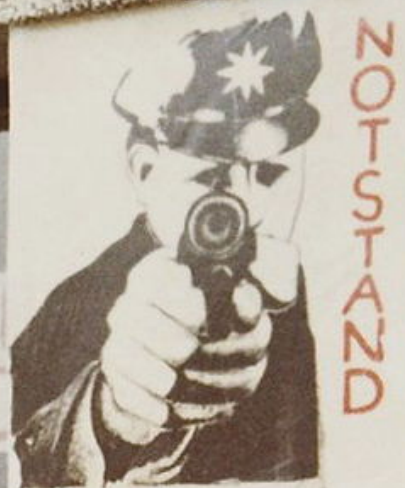








ARBEITER SOLIDARISIERT
STREIK GEGEN NOTSTAND



NOTSTAND

NOTSTAND

STREIKT GEGEN DIE NS-GESETZE

KATHOLISCHES
TELEKARATIE
MITTE DER
SCHÜLER
STUDENTEN

SOLIDARITÄT
UNTER
SCHÜLER
H





ALL YOU NEED
IS LOVE IS
ALL YOU NEED

The illustration is a vibrant, hand-drawn piece on a light beige background. The central text, 'All You Need Is Love', is repeated three times in a playful, rounded, and bubbly font. The first line, 'ALL YOU NEED', is rendered in orange and yellow. The second line, 'IS LOVE IS', is in red and blue. The third line, 'ALL YOU NEED', is in green and pink. The text is decorated with various elements: a bright orange sun with rays is positioned behind the first 'All'; two light blue clouds are at the top; a small pink heart is above the first 'You'; a larger pink heart with an arrow through it is in the top right; another small pink heart is to the left of the second 'All'; and a light blue cloud is at the bottom right. Red and green paint splatters and drips are scattered around the text, adding to the artistic, hand-painted feel.







THE END OF HISTORY AND THE LAST MAN



FRANCIS
FUKUYAMA
WITH A NEW AFTERWORD


"Awesome . . . a landmark . . .
profoundly realistic and important . . .
supremely timely and cogent . . . the first book
to fully fathom the depth and range of the
changes now sweeping through the world."
—George Gilder, *The Washington Post Book World*

"What we may be witnessing is not just the end of the Cold War, or the passing of a particular period of post-war history, but the end of history as such: that is, the end point of mankind's ideological evolution and the universalization of Western liberal democracy as the final form of human government."



Almost immediately...Amendments 1-10...in 1791

Bill of Rights

1. Freedom of religion, speech, press, assembly, petition
 2. Right of people to bear arms
 3. Soldiers shall not be quartered in private homes
 4. Right to be secure in their persons, houses, papers, etc., and against unreasonable searches
 5. Right to notice of charges, protection from double jeopardy, testifying against oneself, and punishment without due process of law
 6. Right to speedy trial by jury, to confront witnesses, to counsel
 7. Right to trial by jury
 8. Protection against excessive bail, and cruel and unusual punishment
 9. These stated rights do not mean that people could not have other rights, as well
 10. Powers not given to the US in the Constitution are reserved for the States
- 

Coca-Cola



Jim Henson
THE JIM HENSON COMPANY

P I X A R

Disney

MARVEL

LUCASFILM
Ltd

ESPN



2008

















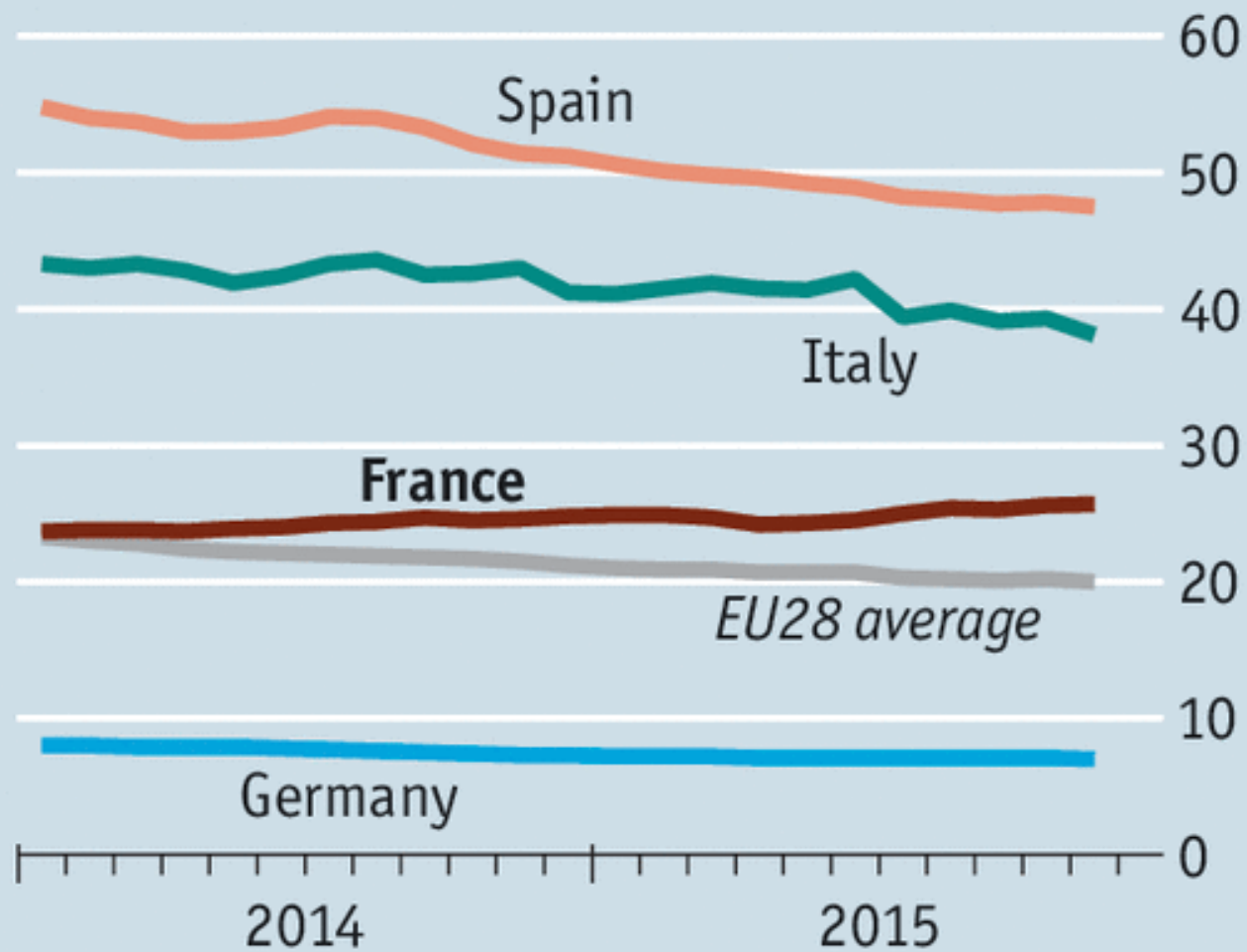


Jordan Matson

US CITIZEN

Wrong direction

Youth* unemployment rate, %

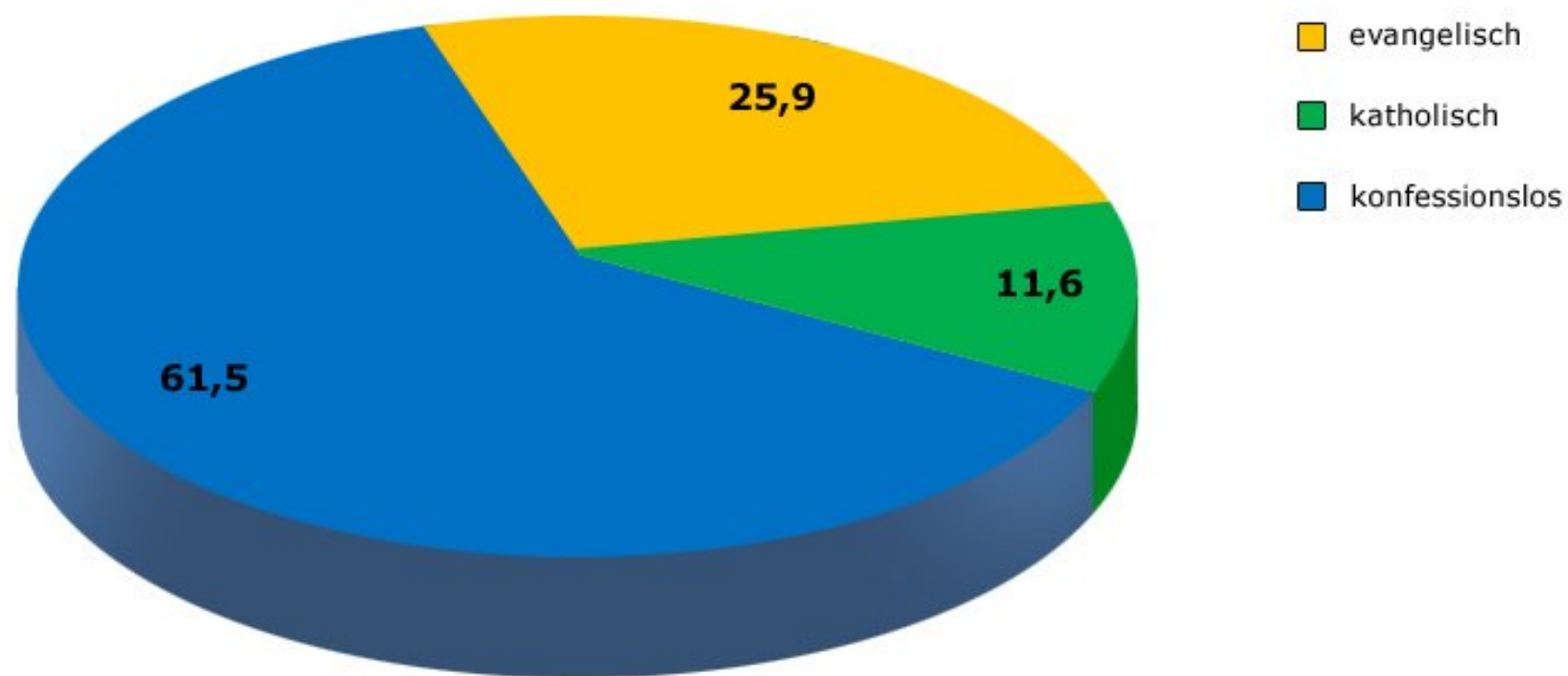


Source: Eurostat

*15- to 24-year-olds

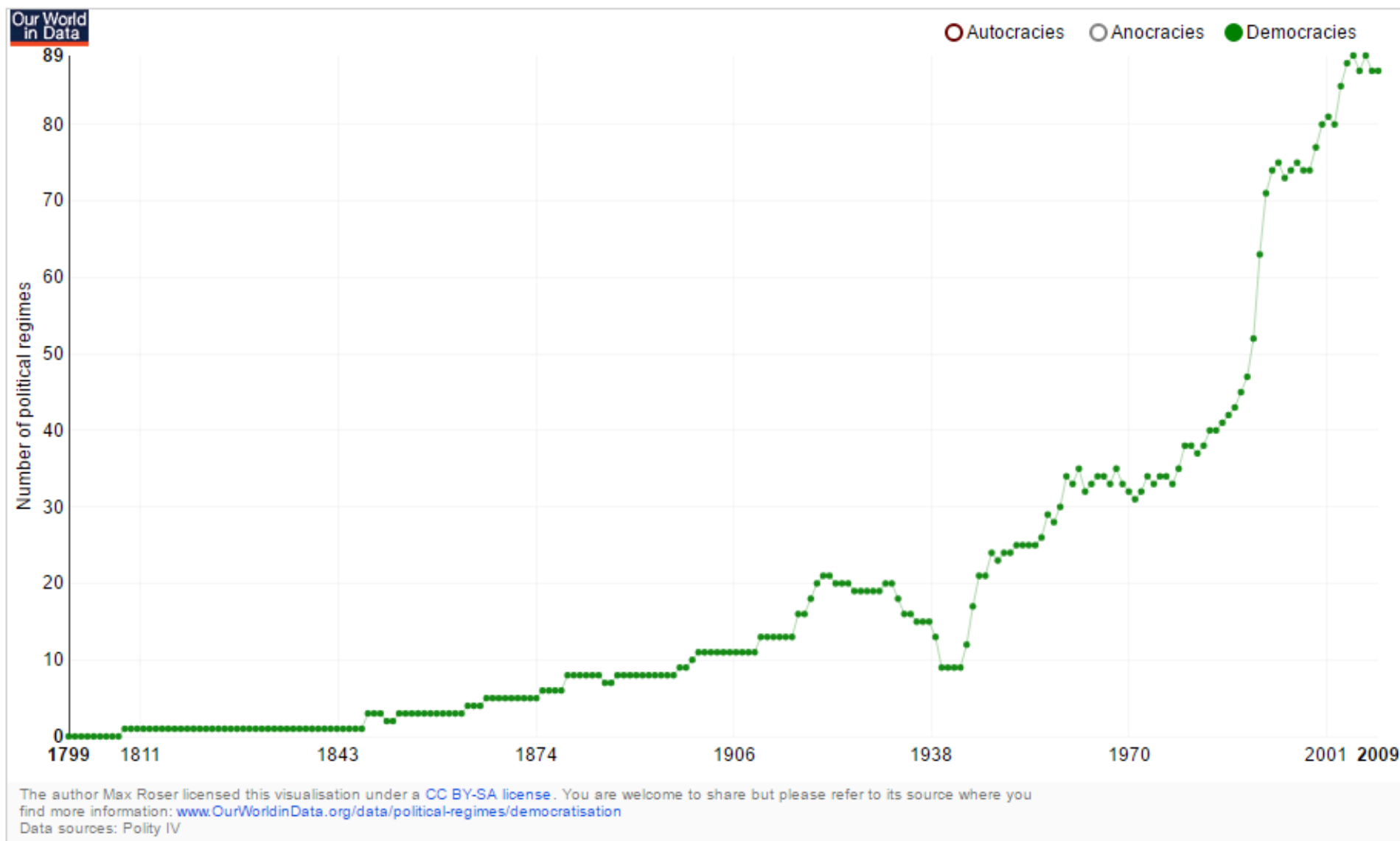
Konfessionszugehörigkeit der Befragten

Angaben in Prozent



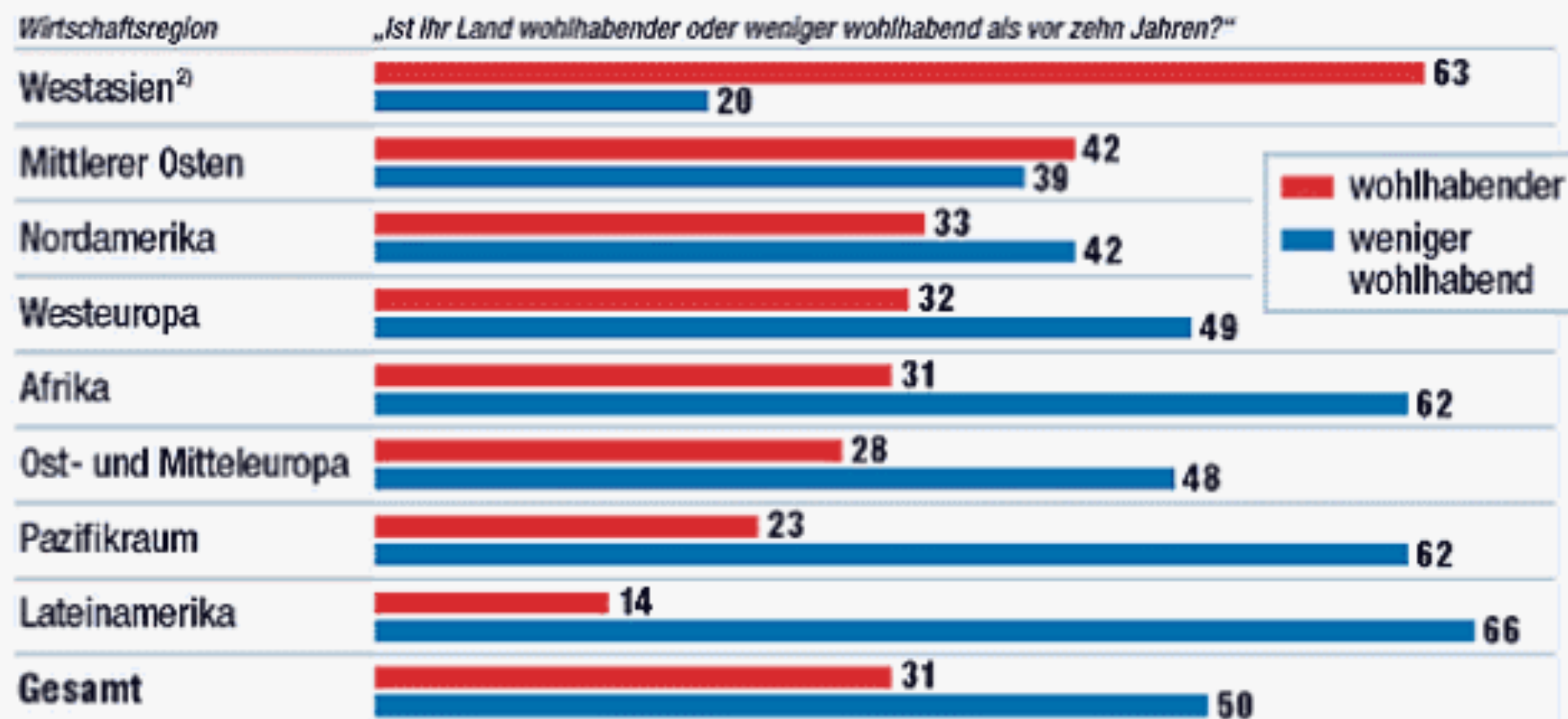


🔗 Number of democracies between 1800-2010¹



Ärmer oder reicher als vor zehn Jahren?

Vergleich der Wohlstandssituation (in Prozent)¹⁾



1) Umfrage unter 43 000 Befragten in 51 Ländern. 2) Afghanistan, Indien, Pakistan. Quellen: Gallup International; Weltwirtschaftsforum



NOVEMBER 14, 2016

TIME



time.com

TRUMP

MAKE AMERICA GREAT AGAIN!



TWEETS
27.5K

FOLLOWING
42

FOLLOWERS
3.75M

FAVORITES
56

Donald J. Trump ✓

@realDonaldTrump

The official Twitter profile for Donald Trump
donaldjtrump.com
youtube.com/DonaldTrump
facebook.com/DonaldTrump

📍 New York, NY

🌐 donaldjtrump.com

🕒 Joined March 2009

✍️ Tweet to Donald J. Trump

Tweets

Tweets & replies

Photos & videos



Donald J. Trump @realDonaldTrump · 34m

The polls have been really amazing--we are all tired of incompetent politicians and bad deals! newsmax.com/Newsfront/fox-...

🔄 477 ⭐ 1K 📧 ⋮



Donald J. Trump @realDonaldTrump · 1h

I really enjoyed being at the Iowa State Fair. The crowds, love and enthusiasm is something I will never forget.

🔄 614 ⭐ 1.8K 📧 ⋮



Donald J. Trump @realDonaldTrump · 1h

Who to



Find friend

Oxford Dictionaries

WORD OF THE YEAR

post-truth

ons, the accused shall enjoy the right of a speedy and public trial, by an impartial jury of the State and district wherein the crime shall have been committed, which district shall have been previously ascertained by the court; he shall be confronted with the witnesses against him; he shall have compulsory process for obtaining witnesses in his favor, and he shall have the assistance of counsel for his defence.

Bill of Rights

United States

THE City of New York, on the seven hundred and eighty

Bills

Congress OF THE United States

began and held at the City of New York, on
Wednesday, the fourth of March, one thousand seven hundred and eighty

It is a Convention of a number of the States meeting, at the time of their adopting the
Constitution, thus further declaratory and restrictive clauses should be added. And a
provision made of its institution.
and by the SENATE AND HOUSE OF REPRESENTATIVES of the UNITED STATES
of America, in pursuance of the said Constitution, to be valid to all laws
made pursuant to the said Constitution, to be valid to all laws
made pursuant to the said Constitution.

Article I of the Original Constitution.
the proportion shall be as regards
every forty thousand persons
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began and held at the City of New York
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First Amendment is not enough

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Freedom of the Press

ILLUSTRATION BY FELIX DELCAN. PHOTO BY DOUG MELTZER FOR THE NEW YORK TIMES

Gallup polling history.

As for the relationship between the press and government officials, that too has changed. Until recently, the press relied on politicians for access to information while politicians relied on

Something
stronger will
be necessary
to protect

the press for
access to the
public's ear. This
ensured that
government
officials would

than a decade, in part because it has declined to do so, and in part because media companies, inferring the court's relative lack of interest, have decided not to waste their resources pressing cases. Several justices have spoken negatively of the press in opinions or speeches. Lower courts have likewise become less favorable to the press, showing more willingness than in the past to second-guess the editorial judgment of journalists.

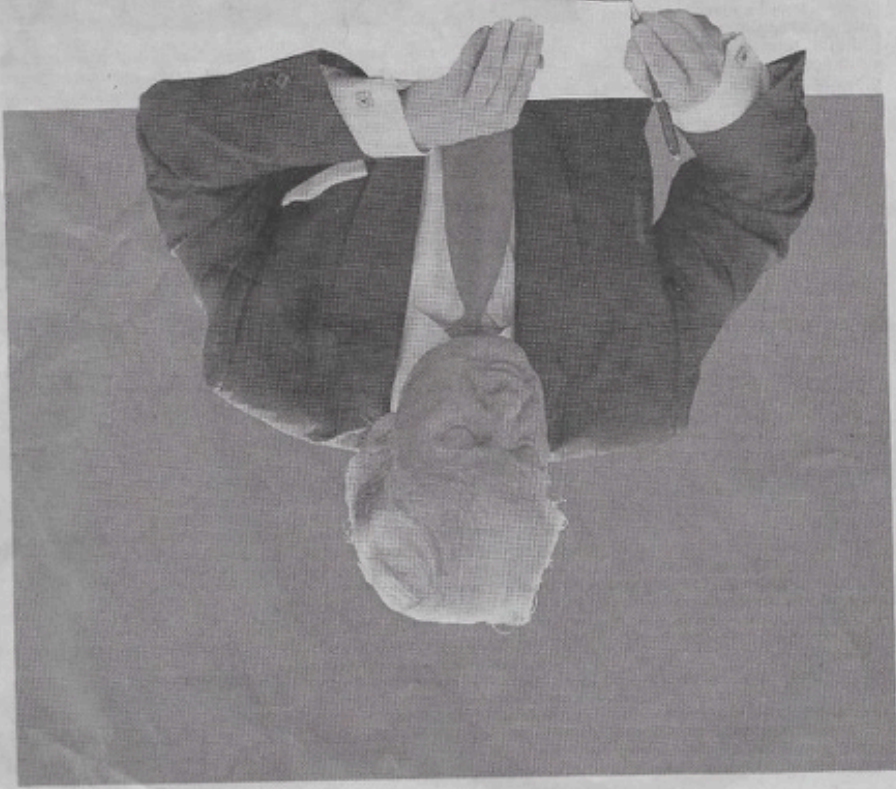
As each of these press-freedom

merely custom.

This is why we should be alarmed when Mr. Trump, defying tradition, vilifies media institutions, attacks reporters by name and refuses to take questions from those whose coverage he dislikes. Or when he decides not to let reporters travel with him on his plane, or fails to inform them when he goes out in public.

Or when he suggests he might evict the White House press corps from the West Wing and have his administra-

Freedom of the President



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SONG











“I want to bring
everything crashing
down and destroy all
of today’s
establishment.”

Stephen K. Brannon
(President Trump’s chief strategist)

Chindia Rising

Why the Rise of China and India is Inevitable Jagdish N. Sheth



	Economy	Score	Prev.	Trend
1	Switzerland	5.76	1	
2	Singapore	5.68	2	
3	United States	5.61	3	
4	Germany	5.53	5	
5	Netherlands	5.50	8	
6	Japan	5.47	6	
7	Hong Kong SAR	5.46	7	
8	Finland	5.45	4	
9	Sweden	5.43	10	
10	United Kingdom	5.43	9	

irça

2013 rankings [edit]

Edit links

Rank ↕	Country or territory ↕	Score (out of 10) ↕
1	 Switzerland	8.22
2	 Australia	8.12
3	 Norway	8.09
4	 Sweden	8.02
5	 Denmark	8.01
6	 Singapore	8.00
7	 New Zealand	7.95
8	 Netherlands	7.94
9	 Canada	7.81
10	 Hong Kong	7.80
11	 Finland	7.76
12	 Ireland	7.74
13	 Austria	7.73
14	 Taiwan	7.67
15	 Belgium	7.51
16	 United States	7.38
16	 Germany	7.38
18	 United Arab Emirates	7.33
19	 South Korea	7.25
20	 Israel	7.23
21	 Italy	7.21
22	 Kuwait	7.18
23	 Chile	7.10



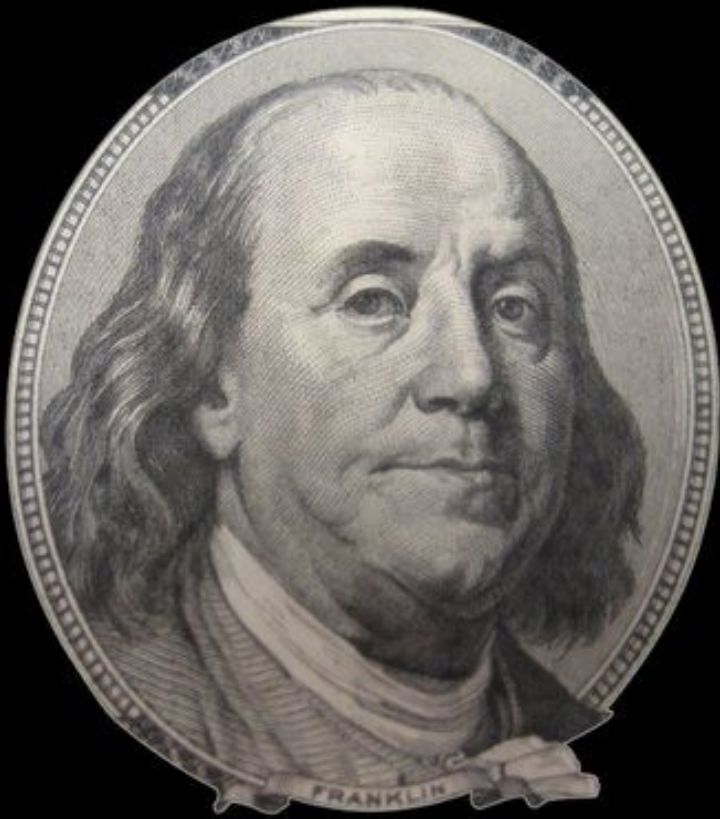
Where to be born index 2013

Rank		Country	HDI	
New 2014 estimates for 2013 ^[10]	Change in rank between 2014 report to 2013 report ^[10]		New 2014 estimates for 2013 ^[10]	Change compared between 2014 report and 2013 report ^[10]
1	—	 Norway	0.944	▼ 0.011
2	—	 Australia	0.933	▲ 0.002
3	—	 Switzerland	0.917	▲ 0.001
4	—	 Netherlands	0.915	—
5	—	 United States	0.914	▲ 0.002
6	—	 Germany	0.911	—
7	—	 New Zealand	0.910	▲ 0.002
8	—	 Canada	0.902	▲ 0.001
9	▲ (3)	 Singapore	0.901	▲ 0.002
10	—	 Denmark	0.900	—
11	▼ (3)	 Ireland	0.899	▼ 0.017
12	▼ (1)	 Sweden	0.898	▲ 0.001
13	—	 Iceland	0.895	▲ 0.002
14	—	 United Kingdom	0.892	▲ 0.002
15	—	 Hong Kong	0.891	▲ 0.002
15	▲ (1)	 South Korea	0.891	▲ 0.003
17	▼ (1)	 Japan	0.890	▲ 0.002
18	▼ (2)	 Liechtenstein	0.889	▲ 0.001
19	—	 Israel	0.888	▲ 0.002

Top scorers in Pisa 2015

Average scores for science, reading and mathematics

Science		Reading		Maths	
Singapore	556	Singapore	535	Singapore	564
Japan	538	Hong Kong	527	Hong Kong	548
Estonia	534	Canada	527	Macau	544
Taiwan	532	Finland	526	Taiwan	542
Finland	531	Ireland	521	Japan	532
Macau	529	Estonia	519	China	531
Canada	528	South Korea	517	South Korea	524
Vietnam	525	Japan	516	Switzerland	521
Hong Kong	523	Norway	513	Estonia	520
China	518	New Zealand	509	Canada	516
Britain	509	Britain	498	Britain	492
US	496	US	497	US	470



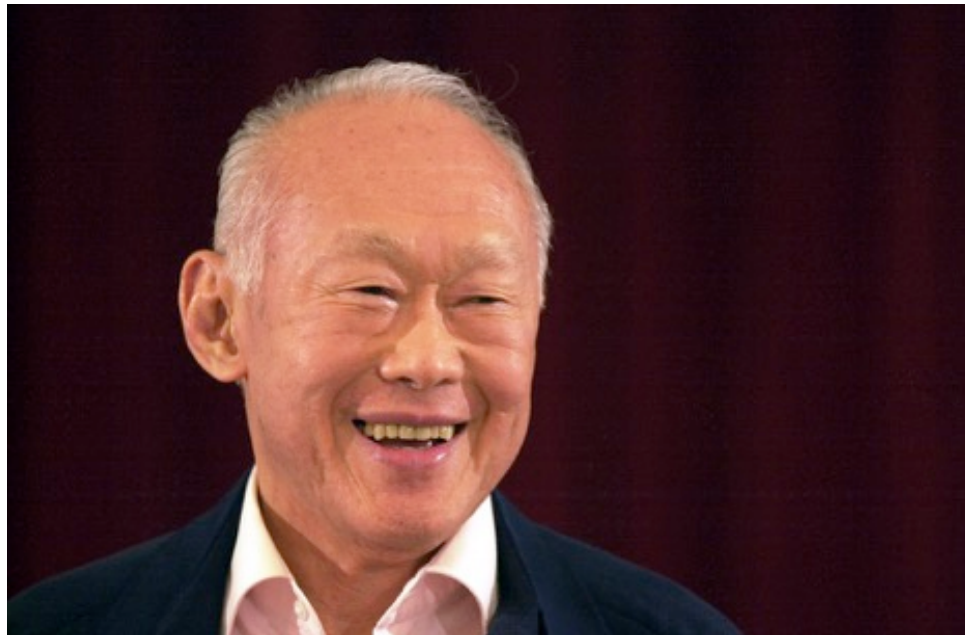
"Those who would give up
essential liberty to purchase a
little temporary safety, deserve
neither liberty nor safety."

GeniusQuotes.net

Benjamin Franklin

“The American view that... out of clash of ideas and ideals you get good government ... that view is not shared in Asia”

Lee Kuan Yew



"We should increase China's soft power, give a good Chinese narrative, and better communicate China's messages to the world."

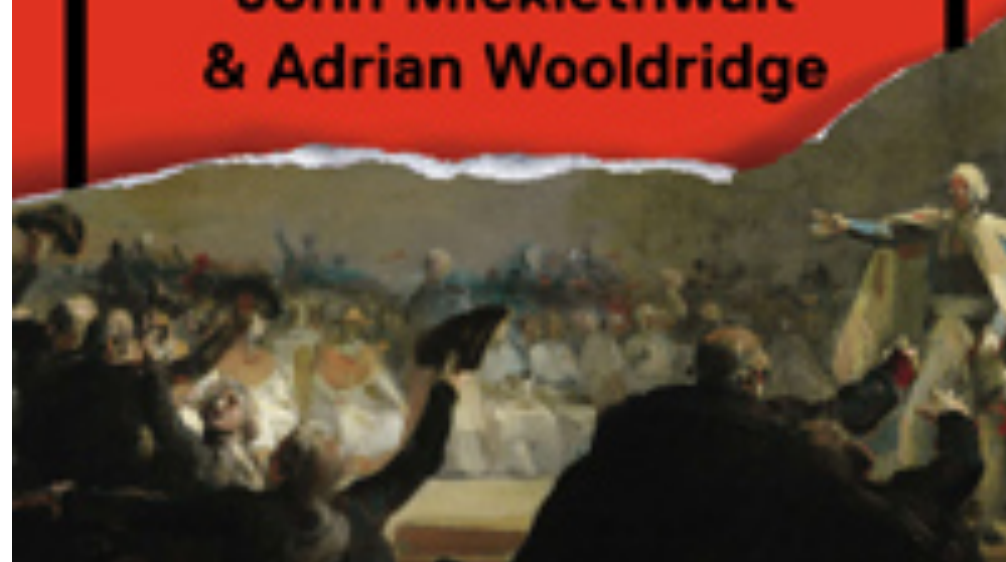
2014



The Fourth Revolution

**The Global
Race to Reinvent
the State**

**John Micklethwait
& Adrian Wooldridge**



1789, 1917, 1945, 1968, 1989...

What will be the
NEXT HUMAN PROJECT?

QUESTIONS AND ANSWERS

