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In politics (and particularly in international politics), soft power is the ability to attract and co-opt, rather than coerce (contrast hard power). In other words, soft power involves shaping the preferences of others through appeal and attraction.

Soft power - Wikipedia Soft power in foreign policy has been defined as making others want what we want. From Europarl Parallel Corpus - English In a nutshell, soft power is based on people's ability to achieve positive outcomes by attracting and persuading others to adopt their goals.

SOFT POWER | meaning in the Cambridge English Dictionary

Soft power is a loose term whereby a country improves its reputation and ability to persuade others by its actions and principles, rather than its overt threats to bully others. The author argues that power exists on three dimensions - military, economic and cultural.

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