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the presidency by flouting the laws and violating the Constitution, making him a highly unsavoury leader at home and abroad. Donald Trump and the Decline of US Soft Power by Joseph S ... Thus, soft power, as presented by Joseph Nye, adopts a lot of Liberal theory, and particularly of Neoliberal Institutionalism. Joseph Nye uses the theory to study the particular case of the United States. He aims to prove that the country is not in decline and that isolationism must be avoided. Joseph Nye on Soft Power - E-International Relations During the Cold War, the West used hard power to deter Soviet aggression, while it also used soft power to erode faith in Communism behind the iron curtain. That was smart power. Think Again: Soft Power - Foreign Policy 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.

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