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Historian and diplomat Joseph Nye gives us the 30,000-foot view of the shifts in power between China and the US, and the global implications as economic, political and "soft" power shifts and moves around the globe. This talk was presented at an official TED conference, and was featured by our editors on the home page.  
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Joseph Samuel Nye Jr. (born January 19, 1937) is an American political scientist. He is the co-founder, along with Robert Keohane, of the international relations theory of neoliberalism, developed in their 1977 book *Power and Interdependence*. Together with Keohane, he developed the concepts of asymmetrical and complex interdependence.  
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Joseph Nye coined the term "soft power" in the late 1980s. It is now used frequently—and often incorrectly—by political leaders, editorial writers, and academics around the world. So what is soft power? Soft power lies in the ability to attract and persuade.  
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