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By Yasushi Watanabe;David L McConnell

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I will analyze the concept of soft power as a combination of two meanings: East Asia Central Asia Europe WATANABE Yasushi and McCONNEL David L.  
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Watanabe Yasushi and David McConnell, eds., Soft Power weapons or financial resources are not the sources of soft power but soft East Asia.<sup>23</sup> In  
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would lead to an effective build-up of Japan's "soft power." "Japan Does Soft Power," Yasushi Watanabe and David L. McConnell, ed An East Gate Book  
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Asian Politics & Policy Soft Power Superpowers: By Watanabe Yasushi and David L. McConnell (pages 551 552) Michael Strausz.  
<http://onlinelibrary.wiley.com/doi/10.1111/aspp.2009.1.issue-3/issuetoc>

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thereby enhancing its soft power. As nation-branding efforts will only increase in the coming years, this study forms an important basis for future inquiry.  
<http://www.palgraveconnect.com/pc/doi/10.1057/9781137361721.0004>

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