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## Influences and Effects

# Soft Power Today

## Measuring the Influences and Effects

The Institute for International Cultural Relations of the The University of Edinburgh together with the British Council have published a paper entitled "[Soft Power Today: Measuring the Influences and Effects](#)".

The report conceptualizes the outcomes of [#softpower](#) in international cultural relations. Among the conclusions:

*Soft power, a country's ability to attract and persuade rather than coerce others, is hard to define conceptually and validate empirically. This report addresses these shortcomings.*

*This report proposes a framework that measures the conditions under which a broad set of soft power influences translates into economic, political, and cultural benefits.*

The report is available as a [free download](#)

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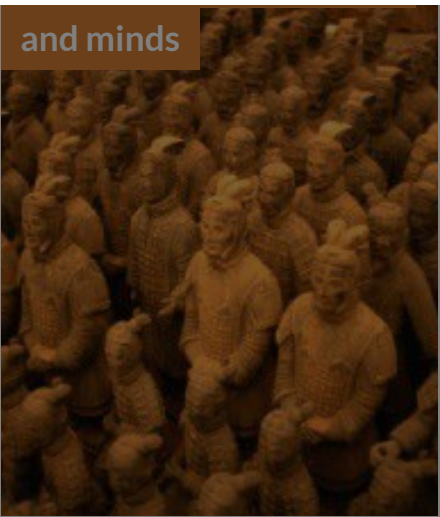
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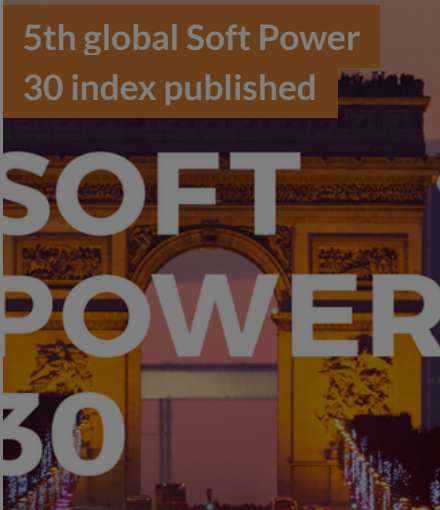


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