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GUERRES D'INFLUENCE

LES ÉTATS À LA CONQUÊTE
DES ESPRITS



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Influence Wars

When Nations Set Out to Conquer Hearts and Minds

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Influence, rather than power, is the new key to deciphering the game of international relations.

What do "panda kissers," "Putin mania," K-Pop (Korean pop music), the series *The Bureau* (Le Bureau des légendes), the British Council, and "Coca-colonization" have in common? They all represent wider-reaching state publicity strategies for seducing, convincing, and connecting.

Influence might seem an unacceptable manipulation with sponsors to blame, especially when they cause harm or resort to intimidation. Nevertheless, the competition to win over hearts and minds has become the norm in the realm of international relations.
