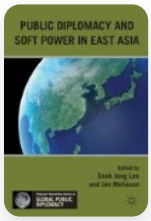
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Public Diplomacy and Soft Power in East Asia

Marshall M. Bouton & Gregory G. Holyk

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Abstract

Despite numerous challenges to its supremacy and a financial crisis that has significantly weakened its economy, the United States remains unmatched in terms of its economic and military hard power. The financial crisis that began in 2008 has increased China's already considerable regional economic clout and expectations that it will take a greater leadership role in Asia. However, although the United States has suffered setbacks in terms of perceptions of its economic capabilities and competence, the attractiveness of the US.-led economic model is still strong, not to mention that China continues to lag far behind the United States in its political and diplomatic attractiveness.[1] Still, concerns about U.S. leadership capabilities and competence cannot be ignored.

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