



## The Naked Diplomat: Power and Statecraft in the Digital Century

By Tom Fletcher

HarperCollins Publishers. Hardback. Book Condition: new. BRAND NEW, The Naked Diplomat: Power and Statecraft in the Digital Century, Tom Fletcher, The case for paring diplomacy back to its essential elements. Stripped of the paraphernalia, what is it really about, and why does it still matter? The essential attributes are now thick skin, an open mind and a smart phone. In next century we will need to deal with equivalent in social development of last 43 centuries: like the change from cave paintings to the atom bomb. We will see the arrival of the digital native; the rebirth of the city state; the battle for new energy; disappearing borders; disruption and diplomacy. So who will really be in charge of the 21st century? Will Google be the new emperors? How do you influence the future? In 'The Naked Diplomat', Tom Fletcher - an experienced foreign representative - explores the core principles of a progressive 21st century foreign policy: how to balance interventionism and national interest, use global governance structures to achieve national objectives and explore representative international systems. Re-evaluating the core question for diplomacy - Who do we represent? - Fletcher discusses smart power, soft power and the new interventionism alongside...



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