



# Naked Diplomacy: Power and Statecraft in the Digital Age

*Tom Fletcher*

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## **Naked Diplomacy: Power and Statecraft in the Digital Age** Tom Fletcher

Who will be in power in the 21st century? Governments? Big business? Internet titans? And how do we influence the future?

In the next 100 years, the world will need to deal with the same amount of social development witnessed in the last 43 centuries – from the rebirth of the city state, the battle for new energy, and disappearing borders, to the desire of the world’s people to move to developed nations.

Tom Fletcher, a former British ambassador – and the youngest appointed for 200 years – explores the core principles of a progressive 21st century foreign policy: how to balance interventionism and national interest, use global governance to achieve national objectives and set out an agenda for representative international systems. Alongside wisdom from history’s most influential global leaders and diplomats – Talleyrand, Kissinger, Mandela and the Kennedys included – he analyses the rise of smart power, soft power and the new interventionism. Offering real-world examples of how diplomacy continues to have a significant impact on people’s lives, and why it will continue to do so, Fletcher asks leaders: Who do you represent? And how can you do it better? ‘Naked Diplomacy’ provides the answers for our digital age.

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