‘Chinese Soft Power Code’ to be launched on Wednesday

The book launch ceremony of “Chinese Soft Power Code” by Syed Hasan Javed, the Pakistan’s ambassador to Germany, would be held at the Institute of Business Management (IoBM) on Wednesday at 11:30am.

The author, who is also an officer of the Foreign Service of Pakistan, had spent about a decade in China as a diplomat and had also written a book “Chinese Made Easy: Conversational Chinese in a Hundred Lessons”, said an IoBM official.

“This book has been attributed as a study of comparative world history of civilizations and explains that soft power is the capacity through which a country takes advantage of its intangible assets to promote policies and strengthen national power.” The author had also attributed China's rapid change in the past decades to the country's rich culture and soft power and this book had been launched in China as well, he said.

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