



## Cities, Museums and Soft Power

By Gail Dexter Lord, Ngaire Blankenberg

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Museum planners Gail Lord and Ngaire Blankenberg demonstrate how museums and cities are using their soft power to address some of the most important issues of our time. Soft power is the exercise of influence through attraction, persuasion, and agenda-setting rather than military or economic coercion. Thirteen of the world's leading museum and cultural experts from six continents explore the many facets of soft power in cities and museums: how it amplifies civic discourse, accelerates cultural change, and contributes to contextual intelligence among the great diversity of city dwellers, visitors, and policy makers. The authors urge city governments to embrace museums which so often are the signifiers of their cities, increasing real estate values while attracting investment, tourists, and creative workers. Lord and Blankenberg propose 32 practical strategies for museums and cities to activate their soft power and create thriving and sustainable communities.

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