

# Power

America is going through a familiar phase in the lifespan of empires, where the hard power fades and the softer kind grows. ...

How does this happen? How does a declining power continue to captivate?

Because of, not despite, the decline.

When a nation no longer has unilateral control over the things that matter, it is easier to embrace its cultural products.

Resentment doesn't get in the way.

You can patronise in both senses of that verb.

And so the world has come to think about America to a degree that is now out of proportion with its effective power.

No one wins from this.

**Janan Ganesh, Financial Times, April 20, 2024**