

to collect market intelligence to assist home exporters, a realistic pursuit of this goal necessitates identifying opportunities for two-way trade and investment deals. Similarly, ambassadors and political officers, while mainly concerned to protect their own country's political and security interests, may contribute to the developmental prerequisite of peace and world order. This potential exists both in bilateral/regional political affairs and in the building of regimes at the global level via thematic conferences such as the 1992 Rio conference on the environment. These two examples of trade and of security both illustrate how the advancement of their countries' self-interests by northern diplomats often depends on a simultaneous promotion of mutual interests (e.g., it is hard to promote exports without also accepting imports).

In an influential 1990 article, Joseph S. Nye argued that, to a great extent, traditional self-interested diplomacy is being replaced by a diplomacy of mutuality of interests.<sup>72</sup> The end of the Cold War, economic globalization, and the technological revolution in information, transportation, and telecommunications have changed diplomacy fundamentally, he argued. During the Cold War, power and security depended on military strength and therefore political/military priorities took precedence over economic and other concerns. The "hard power" of fighter jets and strategic bases preoccupied the attention of senior diplomats and statesmen. In the 1990s and beyond, Nye believes a nation's security and prosperity will be determined by the instruments of "soft power". He is not predicting an era of altruistic cooperation and brotherhood. Rather, Nye argues that "national security" is now dependent on the resolution of issues in economic (including trade and investment), social (e.g., transborder health, crime, and migration issues) and environmental areas. Accordingly, national

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72. Nye, Joseph S., "Soft Power," *Foreign Policy*, Fall 1990, p. 153.