



Power of a Third Kind: The Western Attempt to Colonize the Global Village

Hisham Nazer

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This thought-provoking book points out that the most significant change in international relations in the 20th century was not the defeat of communism, nor the end of the Cold War, but the huge advances in communications technologies. Hisham Nazer, a leading Saudi Arabian intellectual and petroleum industry leader, argues that the West has used its control over these capabilities to superimpose its cultural and political values on the rest of the world. CNN, films and television, and the Internet have become the means of promoting Western products—including soft drinks, detergents, and even the ideals of democracy and human rights—in relatively powerless non-Western nations. This process of creating a global culture through the propagation of Western political and philosophical constructs as world brands poses grave dangers for the entire international community. As countries become aware of their exploitation, the possibilities for frustration and violence become increasingly real.

Power of a Third Kind is directed toward Western and non-Western leaders alike. For the former, it provides a new perspective from outside the mirror of our Western culture, pointing out that current practices are actually endangering the security of our hemisphere. The author calls on Western leaders to work on a dialogue with other societies as an alternative to exporting to them a monologue designed for passive absorption. And for the latter, this book will inspire them to steer out of their current course in time to protect their histories and the integrity of their cultures. Through meaningful dialogue, well-meaning nations will find a way for the most beneficial aspects of Western culture—self-rule and basic human rights—to evolve within the context of local cultures, resulting in a world both more stable and more humane.

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