

“South Korea’s potential to wield greater soft power is impressive. In addition to its stunning economic success, this is a nation that has developed a truly democratic political system that values human rights, holds free elections, and demonstrates a capacity for the peaceful transfer of power between different political parties.... Then there is the attractiveness of South Korean culture. The traditions of Korean art, crafts, and cuisine have already spread around the world. South Korean popular culture has proved attractive across borders, particularly among young Asians. In short, South Korea has the resources that produce soft power, and its soft power is not prisoner to its geographical or demographic limitations.”

—Joseph S. Nye, Jr., Harvard University

“Countries that understand the value of innovation as the foundation for sustainable economic growth and the importance of technology trends will thrive. I believe South Korea is ideally positioned to emerge as a leader in innovation and growth as the global economy begins to turn around.”

—Steve Ballmer, CEO, Microsoft

“The familiar rap on South Korea is that its economy is ‘stuck in the middle,’ trapped between an advanced Japan and a rising China.... And yet South Korean producers’ performance in the wake of the financial crisis suggests the middle ground may offer advantages.”

—Stephen S. Roach and Sharon Lam, Morgan Stanley

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Korea 2020

Global perspectives for the next decade

Korea 2020

Global perspectives for the next decade

“This book is an effort to explore the challenges and opportunities Korea faces in the coming decade. Our aim was to provoke discussion within Korea about its options for the future, not promote any particular policy or position. To that end, we sought contributions from leading thinkers from a range of different countries, professional backgrounds, and political persuasions.

What’s evident in all of these essays is that Korea has many friends. We found that business executives, government officials, and opinion leaders the world over hold Korea in high regard—and have high expectations for its future. But the message that comes through loud and clear is that time is quickly running out for Korea to identify and implement effective solutions to the problems the country faces.

This is the moment for Korea to shine on the world stage. Its G-20 chairmanship offers a unique opportunity for the nation to remind the world of its dynamism; establish its place in the top tier of prosperous, vibrant nations; and communicate its new direction. It is our hope these essays can contribute to Korea’s effort to chart its course.”

—Dominic Barton, Global Managing Director, McKinsey & Company

Canada \$22
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