By competing in the "market for ideas," think tanks promote policy pluralism and stimulate the participation of policy actors and citizens. But does their funding model create risks that think tanks merely become advocates or lobbyists for funders? (11). Think tanks have no natural constituency, thus they have no intrinsic role in a democracy. But this can only work if quality continues to be the core goal of think tank work and the prime audience—policymakers—remain in focus. Know yourself and stick to your mission. Think tanks are ideally placed to support approaches which bridge the dilemma between specialisation and the policy need for creative solutions. Think Tank Traditions, Policy Research, and the Politics of Ideas. Manchester, Manchester University Press 2004, pp. 1-16 (pp. 1-2). K. Y. Arin, Think Tanks, DOI 10.1007/978-3-658-02935-7_1, Springer Fachmedien Wiesbaden 2014. 10. Think Tanks, the Brain Trusts of US Foreign Policy. Political scientists, in his opinion, have not yet illustrated Washington think tanks and their recent proliferation as a new, important and institutional force in American policy-making. 12 Think tanks deal in soft power (a term coined by Joseph Nye) in forming policy agendas, in questioning the terminology and conventional wisdom of policy debate, and in affecting the thinking of the policy-makers.