The 1960s saw the end of postwar liberalism and the beginnings of our own time, with the success of the movement for civil rights and the emergence of modern conservatism. At the start of the decade, the prosperous country's leaders told their citizens there was no limit to American ambition except Americans' own imagination and willpower. The country focused on the well-being and concerns of young people, urging them to spread American ideals and values around the world. But the global appeal of America's culture and unprecedented power of its technology and industry could not stop the nation from getting mired in the Vietnam War. By the end of the decade, Americans increasingly questioned the legitimacy and purpose of their national ideals, facing an uncertain future of environmental degradation and racial conflict.