



# Foundations of effective influence operations [ a framework for enhancing Army capabilities /

Larson, Eric V. (Eric Victor) (1957-)

Rand Arroyo Center, 2009

Monografía

The authors aim to assist the U.S. Army in understanding "influence operations," capabilities that may allow the United States to effectively influence the attitudes and behavior of particular foreign audiences while minimizing or avoiding combat. The book identifies approaches, methodologies, and tools that may be useful in planning, executing, and assessing influence operations

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vODE4NzQ3Ng>

---

**Título:** Foundations of effective influence operations Recurso electrónico] :] a framework for enhancing Army capabilities Eric V. Larson ... [et al.].

**Editorial:** Santa Monica, CA Rand Arroyo Center 2009

**Descripción física:** xxiv, 201 p. il

**Mención de serie:** EBSCO Academic eBook Collection Complete Rand Corporation monograph series

**Nota general:** "Prepared for the United States Army." "MG-654-A"--P. [4] of cover

**Bibliografía:** Includes bibliographical references

**Contenido:** Introduction -- Influencing individuals -- Influencing groups and networks -- Influencing adversary leadership coalitions -- Influencing mass publics -- A framework for influence operations -- Implications for planners -- Appendixes: A. Case study of influence in advertising and marketing -- B. Case study of influence in political campaigns -- C. Case studies of influence in public diplomacy -- D. A review of planning methodologies for influence operations

**Detalles del sistema:** Forma de acceso: World Wide Web

**ISBN:** 9780833047915 0833047914 9780833044044 0833044044

**Autores:** Larson, Eric V. ( Eric Victor) ( 1957-)

**Entidades:** Estados Unidos. Army

---

### **Baratz Innovación Documental**

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- [informa@baratz.es](mailto:informa@baratz.es)