



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

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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

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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

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