Enlisting Madison Avenue: Challenges to Earning Popular Support in Regions of Conflict

November 14, 2007 Wednesday

11a—1p Annenberg ASC 207

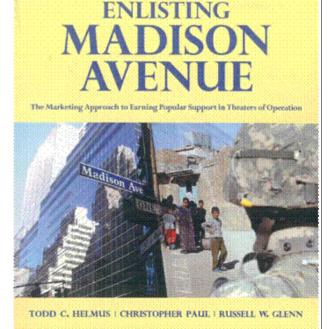
The Association of Public Diplomacy Scholars is proud to host RAND Social Scientist Christopher Paul to discuss the monograph Enlisting Madison Avenue that suggests solutions to shaping challenges based on concepts from commercial marketing and from lessons learned from Iraq.

RSVP apds@usc.edu

About the report: Virtually every action, message, and decision of a military force shapes the opinions of an indigenous population: strategic communication, treatment of civilians at vehicle checkpoints, and the accuracy or inaccuracy of aerial bombardment. Consequently, a unified message in both word and deed is fundamental to success. Business marketing practices provide a useful framework for improving U.S. military efforts to shape the attitudes and behaviors of local populations in a theater of operations as well as those of a broader, international audience.

Download the report from RAND http://www.rand.org/pubs/monographs/MG607/ Or Google: RAND Madison Avenue





NO NATIONAL DEFENSE RESEARCH INSTITUTE