

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

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Wednesday

11a–1p
Annenberg ASC 207

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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.

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

