

1. Record Nr.	UNINA9910219961103321
Autore	Helmus Todd C
Titolo	Enlisting Madison Avenue : the marketing approach to earning popular support in theaters of operation // Todd C. Helmus, Christopher Paul, Russell W. Glenn
Pubbl/distr/stampa	Santa Monica, CA, : RAND Corporation, 2007
ISBN	1-281-18115-3 9786611181154 0-8330-4275-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (241 p.)
Altri autori (Persone)	PaulChristopher <1971-> GlennRussell W
Disciplina	355.4
Soggetti	Military art and science War - Protection of civilians
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 189-211).
Nota di contenuto	Cover; Preface; Contents; Figures; Tables; Summary; Acknowledgments; Abbreviations; Chapter One - Introduction; Chapter Two - What Makes Shaping So Difficult?; Chapter Three - Applying Marketing Principles to Shaping; Chapter Four - Shaping Solutions Based on Recent Operational Experiences; Chapter Five - Summary of Conclusions and Recommendations; Appendix; Bibliography
Sommario/riassunto	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. Themes of U.S. goodwill mean little if its actions convey otherwise. 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, i