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Nota di contenuto	Contents; Acknowledgments; About the Authors; Abbreviations; Introduction; 1 Using Strategic Communication to Build Commitment to Reform; Figure 1.1. Elements of Strategic Communication; Figure 1.2. Communication Management Decision Tool; Figure 1.3. Audience Targeting Strategies; Figure 1.4. Audience Interest/Power Analysis Matrix; Table 1.1. Characteristics of Behavior Change Stages and Appropriate Strategies for Communicating and Eliciting Participation; 2 The Bulldozer Initiative: Investment Climate Reform in Bosnia and Herzegovina; Figure 2.1. Phase II: The Bulldozer Reform Process Table 2.1. Initiative Phases, Themes, and Actors Box 2.1. Reform No. 24: Easing Export of Drugs and Medicine from Bosnia and Herzegovina; Box 2.2. MAXimizing Reform through Comics; Box 2.3. Message to the Local Entrepreneur; Box 2.4. The Bulldozer Initiative's Symbolic Events; Table 2.2. Interests and Actions of Opposition Stakeholders; Table 2.3. Decision Tool: Bulldozer Initiative; 3 Moldova's Economic Growth and Poverty Reduction Strategy; Figure 3.1. Institutional Framework for

EGPRS Development; Table 3.1. History of Moldova's Communication Interventions

Table 3.2. Communication Activity Plan Box 3.1. Stakeholder Recommendations Incorporated in the EGPRSP; Table 3.3. Decision Tool: Moldova's EGPRSP; 4 Accountability in Social Reform in Peru: The RECURSO Project; Box 4.1. Attitudes and Practices Resulting in Low-Level Equilibrium; Box 4.2. Defining Performance Standards; Table 4.1. Decision Tool: Peru's RECURSO Project; 5 The Country Assistance Strategy for the Philippines; Figure 5.1. CAS Engagement Strategy; Table 5.1. Decision Tool: Philippines CAS, FY 2006-08; 6 Reforming Public Procurement in the Philippines, FY 2006-08
Figure 6.1. Passage Timeline: Procurement Reform in the Philippines, 1998-2003 Figure 6.2. Various Parties' Perceptions of Procurement Reform; Table 6.1. Decision Tool: Philippines' Procurement Reform; Figure 6.3. Procurement Reform Targeting Strategies; Figure 6.4. The Media Campaign: Communication Strategy; 7 Implementing the Philippine Procurement Reform Law; Figure 7.1. Implementation Timeline: Procurement Reform in the Philippines, 2003-08; Figure 7.2. Public Attitudes toward the Procurement Reform Law; Figure 7.3. Public Support for Provisions of the Procurement Reform Law
Figure 7.4. Public Beliefs and Attitudes toward Corruption in Government Contracting Figure 7.5. Public Willingness to Take Action in Support of Reform; Table 7.1. Decision Tool: Procurement Reform Law Implementation, Internal Communications; Table 7.2. Decision Tool: Procurement Reform Law Implementation, External Communications; 8 The West African Gas Pipeline Project; Figure 8.1. WAGP Project Cycle and Risk Mitigation Measures; Box 8.1. Adequate Information/Communication and Consultations; Table 8.1. Decision Tool: West African Gas Pipeline Project
Table 8.2. Issues, Perceptions, and Expectations: Views from Stakeholders

Sommario/riassunto

Strategic communication refers to the design of programs aimed at promoting voluntary change in behavior among stakeholders critical to the success of reforms, with communication being an instrument of policy and program reform, not merely a means of disseminating information. This Sourcebook provides a management decision-making tool for developing a communication strategy for reforms. Illustrative examples of how this tool can be used in various types of development activities are drawn from projects, economic and sector work, country assistance strategies formulated by donor groups, and cou

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ISBN	1-60649-747-2
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Note generali	Part of: 2013 digital library.
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Sommario/riassunto	The premise of the author is that the study of money should commence at the most general level. Consequently, the book is anchored in the context of monetary systems (commodity, fiduciary, and fiat monies). The intent is to give the student of money a very broad perspective. It allows them to understand, for example, how the money we use today differs from money used in the past, or how our current money relates to money discovered by anthropologists in isolated subcultures.