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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
