



Strategic Influence: Public Diplomacy, Counterpropaganda, and Political Warfare

J. Michael Waller

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In this vital book, thirteen experts in public diplomacy, counterpropaganda and political warfare lay out the components of what the U.S. and its allies need to win the war of ideas around the world. Strategic influence is much more than strategic communication. Communicating with others has somehow become a goal in itself, when the real issue is influence - to modify the perceptions, attitudes, and most of all, the behavior of people, movements and governments around the world. This book is designed for the diplomat, intelligence officer, warfighter and policymaker.

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