



## Persuasion and Power: The Art of Strategic Communication

By James P. Farwell

[Download now](#)

[Read Online](#) 

**Persuasion and Power: The Art of Strategic Communication** By James P. Farwell

Now more than ever, in the arenas of national security, diplomacy, and military operations, effective communication strategy is of paramount importance. A 24/7 television, radio, and Internet news cycle paired with an explosion in social media demands it.

According to James P. Farwell, an expert in communication strategy and cyber war who has advised the U.S. SPECIAL OPERATIONS COMMAND and the Department of Defense, and worked nationally and internationally as a media and political consultant, this book examines how colorful figures in history from Julius Caesar to Winston Churchill, Napoleon to Hugo Chavez, Martin Luther to Barack Obama and Ronald Reagan, have forged communication strategies to influence audiences.

Mark Twain said that history doesn't repeat itself, but rhymes. In showing how major leaders have moved audiences, Farwell bears out Twain's thesis. Obama and Luther each wanted to reach a mass audience. Obama used social media and the Internet. Luther used the printing press. But the strategic mindset was similar. Hugo Chavez identifies with Simon Bolivar, but his attitude towards the media more closely echoes Napoleon. Caesar used coins to build his image in ways that echo the modern use of campaign buttons. His "triumphs," enormous parades to celebrate military victories, celebrated his achievements and aimed to impress the populace with his power and greatness. Adolph Hitler employed a similar tactic with his torchlight parades.

The book shows how the US government's approach to strategic communication has been misguided. It offers a colorful, incisive critical evaluation of the concepts, doctrines, and activities that the US Department of Defense and Department of State employ for psychological operations, military information support operations, propaganda, and public diplomacy.

*Persuasion and Power* is a book about the art of communication strategy, how it is used, where, and why. Farwell's adroit use of vivid examples produce a well-researched, entertaining story that illustrates how its principles have made a

critical difference throughout history in the outcomes of crises, conflicts, politics, and diplomacy across different cultures and societies.

 [Download Persuasion and Power: The Art of Strategic Communi ...pdf](#)

 [Read Online Persuasion and Power: The Art of Strategic Commu ...pdf](#)

# **Persuasion and Power: The Art of Strategic Communication**

*By James P. Farwell*

## **Persuasion and Power: The Art of Strategic Communication By James P. Farwell**

Now more than ever, in the arenas of national security, diplomacy, and military operations, effective communication strategy is of paramount importance. A 24/7 television, radio, and Internet news cycle paired with an explosion in social media demands it.

According to James P. Farwell, an expert in communication strategy and cyber war who has advised the U.S. SPECIAL OPERATIONS COMMAND and the Department of Defense, and worked nationally and internationally as a media and political consultant, this book examines how colorful figures in history from Julius Caesar to Winston Churchill, Napoleon to Hugo Chavez, Martin Luther to Barack Obama and Ronald Reagan, have forged communication strategies to influence audiences.

Mark Twain said that history doesn't repeat itself, but rhymes. In showing how major leaders have moved audiences, Farwell bears out Twain's thesis. Obama and Luther each wanted to reach a mass audience. Obama used social media and the Internet. Luther used the printing press. But the strategic mindset was similar. Hugo Chavez identifies with Simon Bolivar, but his attitude towards the media more closely echoes Napoleon. Caesar used coins to build his image in ways that echo the modern use of campaign buttons. His "triumphs," enormous parades to celebrate military victories, celebrated his achievements and aimed to impress the populace with his power and greatness. Adolph Hitler employed a similar tactic with his torchlight parades.

The book shows how the US government's approach to strategic communication has been misguided. It offers a colorful, incisive critical evaluation of the concepts, doctrines, and activities that the US Department of Defense and Department of State employ for psychological operations, military information support operations, propaganda, and public diplomacy.

*Persuasion and Power* is a book about the art of communication strategy, how it is used, where, and why. Farwell's adroit use of vivid examples produce a well-researched, entertaining story that illustrates how its principles have made a critical difference throughout history in the outcomes of crises, conflicts, politics, and diplomacy across different cultures and societies.

## **Persuasion and Power: The Art of Strategic Communication By James P. Farwell Bibliography**

- Sales Rank: #753119 in Books
- Brand: Brand: Georgetown University Press
- Published on: 2012-11-27
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x 5.75" w x 1.00" l, .85 pounds
- Binding: Paperback
- 288 pages

 [\*\*Download\*\* Persuasion and Power: The Art of Strategic Communi ...pdf](#)

 [\*\*Read Online\*\* Persuasion and Power: The Art of Strategic Commu ...pdf](#)

---

**Download and Read Free Online Persuasion and Power: The Art of Strategic Communication By James P. Farwell**

---

## **Editorial Review**

### Review

"If you're involved in politics, public affairs, business or marketing, I highly recommend you read this book and hope your competition doesn't."?Councilman Todd A. Kinsey

"This book is thorough, scholarly, informative, and well written."?Choice

"*Persuasion and Power* is an informed, informative, thoughtful, thought-provoking, and an absolutely recommended addition to professional, NGO, governmental, academic, and community library Political Science and Communication reference collections."?Midwest Book Review

"Farwell offers a sophisticated analysis, richly illustrated with examples and anecdotes."?Survival

"The strength of *Persuasion and Power* is its exhaustive research, reflected in numerous vignettes and research that compellingly illustrate successful concepts, benefits, and failures of strategic communication. Scholars and strategic communicators alike will be impressed with Farewell's research and proposed solutions to enhance strategic communication. *Persuasion and Power* is a must-read for those with an interest in strategic communication."?Military Review

### Review

"A timely examination of contemporary American strategic communication, *Persuasion and Power* draws on case studies ripped from the headlines of the last decade. No other book on the strategic communication shelf so clearly lays out the approaches, jargon, tools, and techniques used by State Department diplomats, military officers, and aid workers one finds on the ground in almost every foreign country."?Amb. Brian E. Carlson, defense and diplomacy specialist, InterMedia Research Institute

"Again James Farwell connects today's dots with the perplexing challenges of strategic communications. Every kinetic strike must have a strategic message. So much so that the message is more powerful than the strike. That is the insight that Farwell provides along with so many others. A must read for public relations officers, military information officers, and all of today's and tomorrow's leaders."?Lt. Gen. Dell L. Dailey, USA (Ret.), former director, Center for Special Operations, US Special Operations command; former ambassador-at-large and coordinator for counterterrorism, State Department

"A top expert on strategic communication, James Farwell combines superb scholarship with concise, vibrant writing in this riveting study of how leaders from antiquity to today have employed the principles of communication. It's a great read, sharply insightful, and immensely informative."?Ambassador Gilbert A. Robinson (ret.)

"There is an art to effective communication, to be sure, but art without a strategic objective is of dubious merit. In this intelligent and sweeping book, James P. Farwell provides profound insights into how different countries, cultures, and institutions use words and deeds to inform and shape the ideas, values, and actions of others."?William S. Cohen, former Secretary of Defense

## About the Author

**James P. Farwell** is an expert in communication strategy and cyber war who advises the US Department of Defense and the US Special Operations Command on a range of global initiatives and actions, including strategic communication. He is also a senior research fellow in strategic studies at the Canada Centre for Global Security Studies in the Munk School of Global Affairs at the University of Toronto. He is the author of the highly acclaimed *The Pakistan Cauldron: Conspiracy, Assassination, and Instability*.

## Users Review

### From reader reviews:

#### Christi Ross:

Hey guys, do you wishes to finds a new book to read? May be the book with the subject Persuasion and Power: The Art of Strategic Communication suitable to you? Typically the book was written by popular writer in this era. The book untitled Persuasion and Power: The Art of Strategic Communicationis one of several books that everyone read now. That book was inspired a lot of people in the world. When you read this e-book you will enter the new dimension that you ever know ahead of. The author explained their thought in the simple way, therefore all of people can easily to recognise the core of this e-book. This book will give you a great deal of information about this world now. To help you see the represented of the world on this book.

#### Erwin Fast:

The book untitled Persuasion and Power: The Art of Strategic Communication is the publication that recommended to you to study. You can see the quality of the e-book content that will be shown to an individual. The language that writer use to explained their ideas are easily to understand. The copy writer was did a lot of research when write the book, to ensure the information that they share to your account is absolutely accurate. You also will get the e-book of Persuasion and Power: The Art of Strategic Communication from the publisher to make you much more enjoy free time.

#### Daphne Shew:

Do you one of the book lovers? If yes, do you ever feeling doubt when you find yourself in the book store? Try and pick one book that you never know the inside because don't judge book by its handle may doesn't work the following is difficult job because you are afraid that the inside maybe not since fantastic as in the outside search likes. Maybe you answer might be Persuasion and Power: The Art of Strategic Communication why because the wonderful cover that make you consider concerning the content will not disappoint anyone. The inside or content is actually fantastic as the outside or cover. Your reading 6th sense will directly guide you to pick up this book.

#### Cathy Duran:

You may get this Persuasion and Power: The Art of Strategic Communication by visit the bookstore or Mall. Only viewing or reviewing it can to be your solve problem if you get difficulties for ones knowledge. Kinds

of this reserve are various. Not only by means of written or printed but additionally can you enjoy this book by simply e-book. In the modern era just like now, you just looking from your mobile phone and searching what your problem. Right now, choose your ways to get more information about your guide. It is most important to arrange yourself to make your knowledge are still revise. Let's try to choose correct ways for you.

**Download and Read Online Persuasion and Power: The Art of Strategic Communication By James P. Farwell #9R8CYANHJGW**

# **Read Persuasion and Power: The Art of Strategic Communication By James P. Farwell for online ebook**

Persuasion and Power: The Art of Strategic Communication By James P. Farwell Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Persuasion and Power: The Art of Strategic Communication By James P. Farwell books to read online.

## **Online Persuasion and Power: The Art of Strategic Communication By James P. Farwell ebook PDF download**

**Persuasion and Power: The Art of Strategic Communication By James P. Farwell Doc**

**Persuasion and Power: The Art of Strategic Communication By James P. Farwell MobiPocket**

**Persuasion and Power: The Art of Strategic Communication By James P. Farwell EPub**