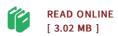




## Shaping Colombia's Stability Through Strategic Communication: Evaluating U.S. Effectiveness (Paperback)

By U S Army Command and General Staff Coll

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\*\* Print on Demand \*\*\*\*\*\*\*. Colombia s future hangs in the balance with dire implications for Latin America and U.S. national interests. After forty-five years of existential conflict, Colombia has the opportunity to be a peaceful and stable country. The Colombian government has the Fuerzas Armadas Revolucionarias de Colombia (FARC), or the Revolutionary Armed Forces of Colombia, on the ropes. The FARC, a social revolutionary and narcoterrorist group who is Colombia s greatest organized threat, faces open opposition and isolation from the Colombian populace and the international community. However, the group s communist roots enable it to regain sufficient traction in a country with the socio-economic conditions fertile for leftist ideology. Given Colombia s strategic importance, the U.S. needs to continue support for the government s operations against the FARC, most decisively through strategic communication efforts. Strategic communication, a vital tool in the 21st century information environment, is necessary to shape the FARC s long-term decline. An effective strategic communication campaign is required to persuade the population that continued support for the government is the right choice and degrade the FARC s cause and activities...



## Reviews

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