



# **Enlisting Madison Avenue: The Marketing Approach to Earning Popular Support in Theaters of Operation**

*Todd C. Helmus, Christopher Paul, Russell W. Glenn*

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Enlisting Madison Avenue extracts lessons from business practices and adapts them to U.S. military efforts in a unique approach to shaping the attitudes and behavior of local populations in a theater of operations. Foremost among these lessons are the concepts of branding, customer satisfaction, and segmentation of the target audience, all of which serve to maximize the impact and improve the outcome of U.S. shaping efforts.

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