

# Assessing and Evaluating Department of Defense Efforts to Inform, Influence, and Persuade: Desk Reference



## Assessing and Evaluating Department of Defense Efforts to Inform, Influence, and Persuade

Desk Reference

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The U.S. Department of Defense has struggled to assess the progress and effectiveness of its information operations. Best practices across sectors can guide the assessment of these activities and ensure that they help meet national security goals.

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