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Book Review: Persuasion and Power: The Art of Strategic Communication, by James P. Farwell

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Farwell, James P. **Persuasion and power: the art of strategic communication.** Georgetown University, 2012. 282p
ISBN 9781589019423 pbk, \$29.95; ISBN 9781589019430 ebook, \$29.95.

Farwell (senior research, Canada Centre for Global Security Studies, Munk School of Global Studies, Univ. of Toronto) has written a compelling, well-reasoned review of a subject he regards as "more art than science"—strategic communication. Farwell defines strategic communication as "the use of words, actions, images, or symbols to influence the attitudes and opinions of target audiences to shape their behavior in order to advance interests or policies, or to achieve objectives." Farwell uses The Declaration of Independence as an example of strategic communication. In keeping with his definition of strategic communication, Farwell examines words, images and symbols, and deeds as strategic communication; the use of media such as television and radio and the distinction between leadership and strategic communication are also examined. This book is thorough, scholarly, informative, and well written.

—M. A. Genovese, *Loyola Marymount University*

Summing Up: Recommended. Upper-division undergraduate, graduate, research, and professional collections.