



# Psychology and Modern Warfare: Idea Management in Conflict and Competition

*Michael Taillard, Holly Giscoppa*

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In an era of modern psychological operations, methods are developed and executed by strategists, leaving the psychological implications of these strategies almost completely undeveloped. Psychological operations, whether utilized for military or commercial purposes, can be separated into three primary categories: Idea Modification, Emotional Modification, and Behavioral Modification. These three categories define everything we do and everything we are, and when mastered together they provide us with an opportunity to dominate the competition.

The strategies and tactics found in *Psychology and Modern Warfare*, originally developed for military application, are applicable to any field of strategic management as well as any field that strategic organizational development. The implications of these strategies and tactics hold the potential to not only supplement traditional operations, but to take organizations further than ever thought possible.

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