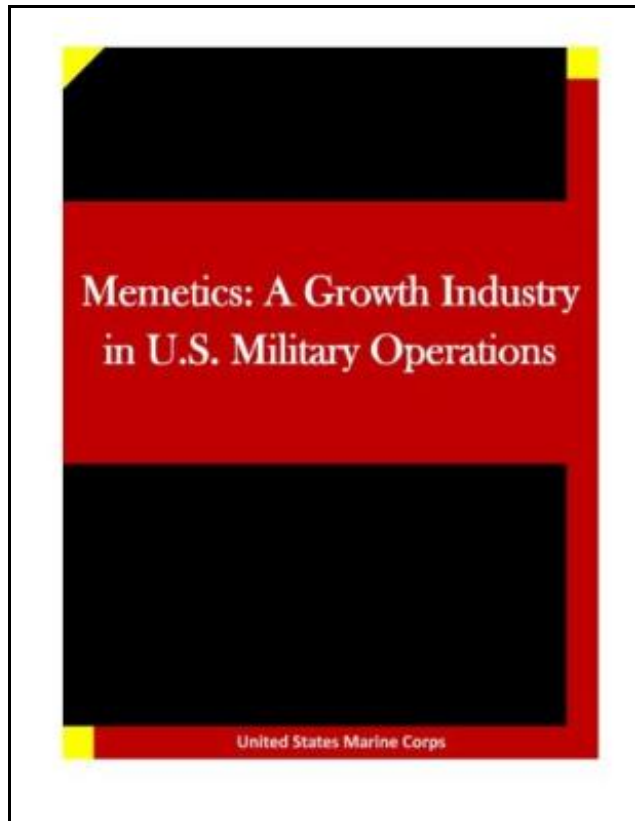


## Memetics: A Growth Industry in U.S. Military Operations



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## MEMETICS: A GROWTH INDUSTRY IN U.S. MILITARY OPERATIONS

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Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 280 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Tomorrow s US military must approach warfighting with an alternate mindset that is prepared to leverage all elements of national power to influence the ideological spheres of future enemies by engaging them with alternate means-memes-to gain advantage. - DISCUSSION: - Defining memes. Memes are units of cultural transmission, or a unit of imitation, and as ideas become means to attack ideologies. Meme-warfare enters into the hotly contested battlefields inside the minds of our enemies and particularly inside the minds of the undecided. - Formations charged with Information Operations (IO) Psychological Operations (PsyOps), and Strategic Communications (SC) provide an existing construct for memes and the study of memes, memetics, to grow and mature into an accepted doctrinal discipline. - Epidemiology of insurgency ideology. Using the analogy that ideologies possess the same theoretical characteristics as a disease (particularly as complex adaptive systems), then a similar method and routine can/should be applied to combating them. Memes can and should be used like medicine to inoculate the enemy and generate popular support. - Private sector meme application. 3M Corporation employed an innovation meme designed to cultivate an employee culture, which accepts and embraces innovation in product development. As a practical matter, 3M executives endorsed and employed the lead user process in new product development, which translated into a thirty percent profit increase. The innovation meme was key to 3M s profit increase. -The proposed Meme Warfare Center (MWC). The MWC as a staff organization has the primary mission to advise the Commander on meme generation, transmission, coupled with a detailed analysis on enemy, friendly and noncombatant populations. The MWC aims for a full spectrum capability of meme generation, analysis,...

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