WEAPONIZED NARRATIVES LOOK A LOT LIKE MARKETING gone rogue.
Internalized narratives influence how we interpret the meaning of things.
Narratives break through noise and apathy.
Digital marketers have learned two ways to wield narrative power

1. Narrative construction
2. Digital persuasion
Mobilizing narrative: GRU information ops look just like digital marketing.
Toxic narratives are deliberately based on false or misleading information.
MARKETING EXPERIENCE CAN HELP INFORM METHODS

1. Identify and blog toxic campaigns
2. Inoculate population
3. Create alternate, legitimate narratives.