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The Rhetoric of War: Language, Argument, and Policy During the Vietnam War

Harvey Averch

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In The Rhetoric of War, Harvey Averch explores the relationship between the a priori policy models that decision makers use in war (or peace) and policy analysis, and provides cost-effective alternatives for decision makers in war or peace. The Vietnam War serves as a case study of the effectiveness of many models proposed by political scientists, historians, and policy analysts as capable of improving decision making if only decision makers were persuaded to adopt them.

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