

## [World War 3 – We’re losing it ...](#)

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### **Author’s prefix from 2018:**

It has been a while since this book was originally written, and at the time, the threat and the techniques used to invoke it were already well understood. But as warriors, the people in charge didn’t know how to deal with the issues of information warfare, and apparently still don’t.

When I talked to my wife about this, I told her that the new prefix would contain only the words “I told you so”. But that hardly does the job. We have been using this book and others in classes for years, teaching anyone who was interested in the subject about it, we made it freely available over the Internet, told folks about it, taught folks about it, gave guest lectures, speeches, Internet postings, and you name it. In fact, we did everything we could to get the word out. But the leadership in the United States is based on ignorance and loyalty – the thin red, white, and blue line – that keeps us from firing leaders who deserve to be fired and promoting those who should be promoted. Instead we promote the people we like and the people like us.

But this should be over now – or if it isn’t, our democracy will be over before long. In any case, what was free, is now valuable – and you need to pay to decide it’s worth knowing. That’s lesson 1 in influence operations. The more it costs, the more it seems to be worth. So...

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