

## CONTENTS

*Preface* ix

### PART I **Origins**

- I Origins 1: Evolution 3
- 2 Origins 2: The Bible 10
- 3 Origins 3: The Greeks 22
- 4 Sun Tzu and Machiavelli 42
- 5 Satan's Strategy 54

### PART II **Strategies of Force**

- 6 The New Science of Strategy 69
- 7 Clausewitz 82
- 8 The False Science 96
- 9 Annihilation or Exhaustion 108
- 10 Brain and Brawn 123
- 11 The Indirect Approach 134
- 12 Nuclear Games 145
- 13 The Rationality of Irrationality 156
- 14 Guerrilla Warfare 178
- 15 Observation and Orientation 193

16	The Revolution in Military Affairs	214
17	The Myth of the Master Strategist	237
<b>PART III Strategy from Below</b>		
18	Marx and a Strategy for the Working Class	247
19	Herzen and Bakunin	265
20	Revisionists and Vanguardists	281
21	Bureaucrats, Democrats, and Elites	300
22	Formulas, Myths, and Propaganda	321
23	The Power of Nonviolence	344
24	Existential Strategy	366
25	Black Power and White Anger	391
26	Frames, Paradigms, Discourses, and Narratives	414
27	Race, Religion, and Elections	433
<b>PART IV Strategy from Above</b>		
28	The Rise of the Management Class	459
29	The Business of Business	474
30	Management Strategy	491
31	Business as War	505
32	The Rise of Economics	513
33	Red Queens and Blue Oceans	525
34	The Sociological Challenge	542
35	Deliberate or Emergent	554
<b>PART V Theories of Strategy</b>		
36	The Limits of Rational Choice	575
37	Beyond Rational Choice	589
38	Stories and Scripts	607
	<i>Acknowledgments</i>	631
	<i>Notes</i>	633
	<i>Index</i>	719