Planning Your Campaign
Lois K. Geller

in Response: The Complete Guide to Profitable Direct Marketing

This chapter discusses in detail the processes involved in writing out a marketing plan and focuses on the seven areas of pertinent information needed to make any marketing campaign work: background, objectives, strategy, tactics, ballpark estimates, contingency plans, and timetable.

Chemical Weapons
Ernest C. Lee and Stefanos N. Kales

in War and Public Health

This chapter describes the basics and major classes of chemical agents used in warfare. It discusses basic management of chemical weapons, including public health preparedness, special populations, delayed and long-term effects, and contingency planning. The chapter also provides a history of the use of chemical agents in war and terrorist attacks. Finally, it describes the Chemical Weapons Convention and other international efforts to control chemical weapons.

Conditional Intentions
Kirk Ludwig

in From Individual to Plural Agency: Collective Action I
This chapter analyzes conditional intentions—expressed by sentences of the form, x intends to A if C—as commitments to contingency plans, plans about what to do upon certain contingencies relevant to reasons for or against action, unsettled from the point of view of the agent, but ascertainable without undue cost in time for action. Antecedent conditions divide into reason-providing conditions and enabling conditions. Enabling conditions divide into preconditions for action and qualifying conditions (which represents conditions which remove reasons against undertaking a course of action). An account is given of the nature of the commitment involved, its satisfaction conditions, the logical form of attributions of conditional intention, and its relation to multistage action plans. The chapter concludes with a taxonomy of conditional intentions in terms of their antecedents and sketches how the account can be extended to conditional we-intentions for application in the context of shared intentions.

The Collapse of the July Monarchy

Jonathan M. House

in Controlling Paris: Armed Forces and Counter-Revolution, 1789-1848

Published in print: 2014 Published Online: March 2016
Item type: chapter

This chapter examines the civil disorders that led to the collapse of the July Monarchy under Louis Philippe. Despite the presence of a large French Army, a strong police force, and an essentially monarchist militia, the July regime, the last French monarchy, was overthrown by political opposition in Paris in February 1848. The February Revolution gave birth to the Second Republic but also provided the background to, and first clash of, an unstable social and political situation that troubled not only Paris but all of France for four months. In order to understand the 1848 February Revolution, also known as February Days, this chapter considers the troops and commanders available to defend the monarchy as well as their previous experience and their planning after the July Revolution of 1830. It also explores the manner in which those contingency plans were modified on the eve of the 1848 crisis and finally, how the government forces were defeated by the populace of Paris.
“Protect” against Terrorism
Clive Walker

in The Long Decade: How 9/11 Changed the Law
Published in print: 2014  Published Online: April  Publisher: Oxford University Press
2014  DOI: 10.1093/
Item type: chapter

Common perceptions of counter-terrorism conjure a continuum of either police investigations and criminal prosecutions or alternative executive powers, such as deportation, or detention without trial. Yet, these individuated responses remain highly exceptional albeit that they are emblematic of the tolerance and values of a given society. In reality, the commonplace and pervasive reaction of most late modern states to terrorism is the “all-risks” approach by which the entire population is treated as both risk engendering and risk running. In strategic terms, these activities have been labeled “Protect” and “Prepare.” The implementation of “Protect” and “Prepare” is related in this chapter. Among the critical issues to be considered are the displacement impacts of protective security, the necessary involvement of the private sector owners of infrastructure, and the costs of regulation and expenditure on securitization. The ultimate question is: whose interests are served?

The Response of the (Western) International “Humanitarian Community”
Daniel Maxwell and Nisar Majid

in Famine in Somalia: Competing Imperatives, Collective Failures, 2011–12
Published in print: 2016  Published Online: September 2016  Publisher: Oxford University Press
2016  DOI: 10.1093/
Item type: chapter

This chapter analyzes the response of the (mostly western, Nairobi-based) international humanitarian community. For months in late 2010 and early 2011, the response was limited and underfunded. Even after the famine was declared, there were insufficient contingency plans in place, but the response built up rapidly. This response, mostly managed remotely from Nairobi, included innovations such as cash transfers, market-based approaches and community-managed nutrition programs, as well as traditional food aid. The chapter also reviews evaluations of the response.
Three Long and Costly Wars
James H. Lebovic

in Planning to Fail: The US Wars in Vietnam, Iraq, and Afghanistan
Published in print: 2019 Published Online: April
Publisher: Oxford University Press
2019
Item type: chapter

The US wars in Vietnam, Iraq, and Afghanistan display a biased decisional pattern rooted in the non-rational tendencies of a “means-driven” process. Critical lessons from these three long wars emerge from examining decision-making in the four stages of these conflicts. Policy makers must recognize benefits in contingency plans, continuous assessment, and comprehensive policy evaluation. At the same time, they must acknowledge potential dangers in precipitous intervention; illusionary consensus; ad hoc argumentation, temporizing, and non-decisions; a lack of military preparedness; overconfidence about likely mission success; deference to costs in policymaking; and plans that can assume a life of their own.

Aluminum Rain
Joseph A. McCartin

in Collision Course: Ronald Reagan, the Air Traffic Controllers, and the Strike that Changed America
Published in print: 2011 Published Online: March 2015
Publisher: Oxford University Press
DOI: 10.1093/acprof:osobl/9780199836789.003.0013
Item type: chapter

This chapter focuses on the Professional Air Traffic Controllers Organization's (PATCO) nationwide strike that unfolded in August 1981 in every state and territory and stretched across the Atlantic. It examines the impact of the strike on air travel, the economy, and the labor movement. It also considers the strike's effect on the Federal Aviation Administration's (FAA) contingency plan, which included hiring and training hundreds of new air traffic controllers in short order, as well as the role played by airlines, airline pilots, and foreign air traffic controllers in the strike. Finally, the chapter discusses the PATCO strikers' back-channel negotiations and the end of the strike.