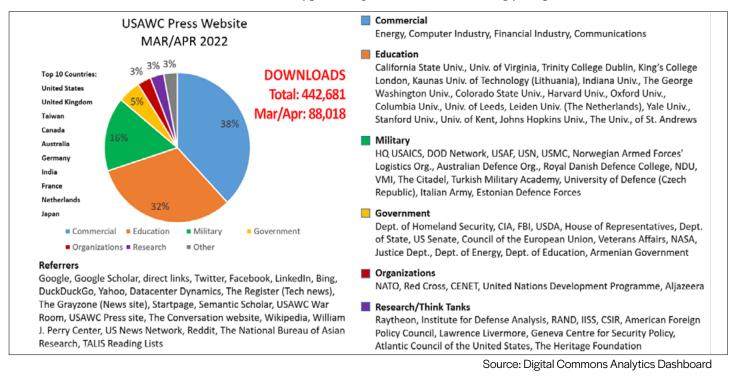# US Army War College Press Tips

Your Reach and Influence

Welcome to the second issue of Press Tips! In this issue, we will share information about growing the reach and impact of your works published research—including what is being read, who is reading your publications, and how your products are making a real-world impact.

We Are Approaching a Download Milestone

We project total downloads will hit **one half million** by the end of June 2022—just two years after the launch of the new website on Digital Commons! That means your works are reaching a broader audience than ever before. Check out the chart below to see the different types of organizations downloading your products.

USAWC Press Website MAR/APR 2022

Top 10 Countries: United States, United Kingdom, Taiwan, Canada, Australia, Germany, India, France, Netherlands, Japan

DOWNLOADS Total: 442,681 Mar/Apr: 88,018

Pie chart: Commercial 38%, Education 32%, Military 16%, Government 5%, Organizations 3%, Research 3%, Other 3%

Legend: Commercial, Education, Military, Government, Organizations, Research, Other

Referrers
Google, Google Scholar, direct links, Twitter, Facebook, LinkedIn, Bing, DuckDuckGo, Yahoo, Datacenter Dynamics, The Register (Tech news), The Grayzone (News site), Startpage, Semantic Scholar, USAWC War Room, USAWC Press site, The Conversation website, Wikipedia, William J. Perry Center, US News Network, Reddit, The National Bureau of Asian Research, TALIS Reading Lists

Commercial
Energy, Computer Industry, Financial Industry, Communications

Education
California State Univ., Univ. of Virginia, Trinity College Dublin, King's College London, Kaunas Univ. of Technology (Lithuania), Indiana Univ., The George Washington Univ., Colorado State Univ., Harvard Univ., Oxford Univ., Columbia Univ., Univ. of Leeds, Leiden Univ. (The Netherlands), Yale Univ., Stanford Univ., Univ. of Kent, Johns Hopkins Univ., The Univ., of St. Andrews

Military
HQ USAICS, DOD Network, USAF, USN, USMC, Norwegian Armed Forces' Logistics Org., Australian Defence Org., Royal Danish Defence College, NDU, VMI, The Citadel, Turkish Military Academy, University of Defence (Czech Republic), Italian Army, Estonian Defence Forces

Government
Dept. of Homeland Security, CIA, FBI, USDA, House of Representatives, Dept. of State, US Senate, Council of the European Union, Veterans Affairs, NASA, Justice Dept., Dept. of Energy, Dept. of Education, Armenian Government

Organizations
NATO, Red Cross, CENET, United Nations Development Programme, Aljazeera

Research/Think Tanks
Raytheon, Institute for Defense Analysis, RAND, IISS, CSIR, American Foreign Policy Council, Lawrence Livermore, Geneva Centre for Security Policy, Atlantic Council of the United States, The Heritage Foundation

Source: Digital Commons Analytics Dashboard

Who Were the Top 5 Downloads for March and April 2022?

Monographs and Other Studies

1. Leonard Wong and Stephen J. Gerras, *Lying to Ourselves: Dishonestly in the Army Profession* (2020) | **1,448 downloads**
2. Conrad C. Crane, *Korean War Biological Warfare Allegations against the United States: A Playbook for the Current Crisis in Ukraine* (2022) | **366 downloads**
3. Azeem Ibrahim, *Rise and Fall? The Rise and Fall of ISIS in Libya* (2020) | **332 downloads**
4. Stephen J. Blank, *The Russian Military in Contemporary Perspective* (2019) | **264 downloads**
5. Michael A. Adelberg, *Strategic Insights: The Coming Perfect Storm of Europe* (2021) | **237 downloads**

Parameters

1. Eric Chan, "On 'Broken Nest: Deterring China from Invading Taiwan' and 'Authors' Response'," *Parameters* 52, no. 1 (2022): 167–80 | **3,887 downloads**

2. Jared M. McKinney and Peter Harris, "Broken Nest: Deterring China from Invading Taiwan," *Parameters* 51, no. 4 (2021): 23–36 | **2,863 downloads**

3. Michael Howard, "The Use and Abuse of Military History," *Parameters* 11, no. 1 (1981) | **2,695 downloads**

4. Zhirayr Amirkhanyan, "A Failure to Innovate: The Second Nagorno-Karabakh War," *Parameters* 52, no. 1 (2022): 119–34 | **1,566 downloads**

5. Meghan Fitzpatrick, Ritu Gill, and Jennifer F. Giles, "Information Warfare: Lessons in Inoculation to Disinformation," *Parameters* 52, no. 1 (2022): 119–34 | **905 downloads**

Curious about the topics and issues on our readers' minds? Check out the top downloads of 2021 on the Press homepage.

Who Are Your Top Readers?

Higher Education	Research and Think Tanks	Commercial	Other Organizations
1. California State University	1. RAND Corporation	1. DIS Research Ltd.	1. NATO
2. King's College London	2. Raytheon	2. AMC Theaters	2. United Nations
3. Harvard University	3. Institute for Defense Analyses	3. Fujitsu Services Ltd.	3. Council of the European Union
4. The George Washington University	4. Lawrence Livermore National Laboratory	4. Sri Ram Electronics	4. Consortium for Energy Efficiency
5. Stanford University	5. Heritage Foundation	5. Hewlett-Packard	5. Associated Press

AMC Theaters? It turns out you give sound investment advice. A diverse range of companies consult your expertise when considering future financial moves.

Which of Your Podcasts Topped the Charts?

Podcast syndication on Apple and other platforms began in August 2021, and since then, your podcast audience has quadrupled. Author interviews have become valuable companion pieces to journal articles and longer studies. Check out the most-listened-to podcast episodes below, or find Decisive Point and Conversations on Strategy on any podcasting platform. Be sure to subscribe so you never miss a new release!

DECISIVE POINT	CONVERSATIONS on STRATEGY
1. Tor Bukkvoll, "Russian Special Operations Forces in Crimea and Donbas" | **163 downloads**	1. Bettina Renz, "Russia and Ukraine" | **73 downloads**
2. David J. Katz, "Multidimensionality: Rethinking Power Projection for the 21st Century" | **129 downloads**	2. Jared M. McKinney, Peter Harris, and Eric Chan, "China and Taiwan (Part 1)" | **33 downloads**
3. Gustavo Ferreira and Jamie Critelli, "China's Global Monopoly on Rare-Earth Elements" | **103 downloads**	3. Michael Desch, "Soldiers in Cities: Military Operations on Urban Terrain" | **24 downloads**
4. C. Anthony Pfaff, "Chinese and Western Ways of War and Their Ethics" | **82 downloads**	4. Roger Cliff, "China and Taiwan (Part 2)" | **13 downloads**
5. Maximillian K. Bremer and Kelly A. Grieco, "'The Air Littoral: Another Look' Revisited" | **77 downloads**	

USAWC Press Publications are Making an Impact

For over 50 years, *Parameters* has provided practical strategies and policies to individuals and organizations with the power to make a difference. A recent example of this impact is "Broken Nest: Deterring China from Invading Taiwan," and a Review and Reply commentary to the article featured in the Spring 2022 issue of *Parameters*. Both pieces have drawn international attention—including from Taiwan itself—and the Conversations on Strategy companion podcast has been one of our most-listened-to podcasts.

"Broken Nest" has been downloaded 19,863 times with over 10 percent of downloads from organizations and individuals in Taiwan (see map below). Eric Chan's reply to "Broken Nest," currently has 3,946 downloads with 83 percent of downloads from organizations or individuals in Taiwan.

The CCP has issued a written statement condemning the ideas presented in "Broken Nest," and the *Taiwan News* has featured an op-ed written by Harris and McKinney defending their strategy.

Source: Digital Commons Analytics Dashboard

Upcoming USAWC Publications: Who's on Deck?

1. *The Grand Strategy of Gertrude Bell* – Monograph
   Heather S. Gregg

2. *Enabling Civil Preparedness and Collective Defense: NATO Critical Infrastructure Security and Resilience (CISR) Handbook 1* – Collaborative Study
   Carol V. Evans et al.

3. *Enabling a More Externally Focused and Operational PLA* – 2020 PLA Conference Papers
   Roger Cliff and Roy D. Kamphausen, Editors

4. *Coercing Fluently: The Logic and Grammar of Coercion in the Twenty-First Century* – Monograph
   C. Anthony Pfaff

5. *The Future of the Joint Warfighting Headquarters* – Monograph
   Thomas Bruscino and Louis G. Yuengert et al.

Looking to Publish with the Press?

If you are interested in publishing with the Press and achieving an impact like the one described above, e-mail your four-point, 200-word abstract and CV to the *Parameters* mailbox (usarmy.carlisle.awc.mbx.parameters@army.mil). Your abstract should include:

1. What is the thesis/main argument of the piece in one sentence?
2. How does this piece differ from what has already been published on the topic?
3. What methodology and sources are/will be used?
4. Why will this piece be of interest or useful to policy and military practitioners?

For more Press news and updates, visit us on Facebook**,** LinkedIn**,** Twitter**, and our** website**.**