

US Army War College Press Tips





Why Publish with the USAWC Press?

<u>Turnaround</u>: From submission to publication, the Press averages less than six months to move manuscripts through the peer review and editing processes.

<u>Multimedia Approach</u>: The Press posts articles and monographs on social media when they are released. All authors are also invited to participate in a Decisive Point podcast to discuss their research findings. Look for a new Press initiative this fall—webinar launch events for major publications!

<u>Personal Touch</u>: Many publishers today do little to no editing or outsource copy editing to overseas firms. Our editorial team performs developmental, substantive, mechanical, and copy edits and fact—checks on submissions as needed. The Press is located in SSI and team members are available to meet with authors whenever needed.

<u>Increasing Reach and Readership</u>: After two years, our Digital Commons website hit over 600,000 downloads—not including visitors who read our products using the screen viewer.



While numbers are important, our readership (sampling below) sets us apart and includes a wide variety of federal agencies, allied governments (and some less friendly ones, too), research facilities and think tanks, colleges and universities, and other PME institutions.

US Government	Allies	Research and Think Tanks	Higher Education	PME Institutions
 CIA FBI Los Alamos National Laboratory US Department of Transportation NASA US Center for Disease Control and Prevention US Department of Justice US Department of Treasury US Homeland Security US House of Representatives US Senate Veterans Affairs 	 Belgium Brazil Canada Chile Finland France Germany Italy Japan South Korea Spain United Kingdom 	 Cato Institute CSIS Heritage Foundation International Institute for Strategic Studies RAND Corporation Raytheon 	 Cambridge University Cornell University Harvard University King's College of London Massachusetts Institute of Technology Oxford University Princeton University Stanford University Wuhan University Yale University 	 Air University Army Command and General Staff College Marine Corps University National Defense University The Citadel US Army War College US Military Academy US Naval Academy US Naval War College Virginia Military Academy

Peer Review: Our double—blind peer review process allows authors and reviewers to remain anonymous to each other. All peer review feedback is shared with authors whether their publication is accepted or declined for publication to help them improve their manuscripts.

<u>Academic Freedom</u>: Academic freedom empowers our authors to offer new and sometimes controversial perspectives in the interest of furthering debate on key issues.

<u>Longevity</u>: The Press posts weekly throwback articles and monograph excerpts, so our publications continue to get attention years—and even decades—after initial publication. To see our weekly deep dive into the archives, check us out on Facebook, Twitter, and LinkedIn.









Top Publication Downloads

(September 5 to October 5, 2022)

Monographs

- Leonard Wong and Stephen J. Gerras, Lying to Ourselves: Dishonesty in the Army Profession (US Army War College Press, 2015). | 1,171 downloads
- 2. Lucie Béraud–Sudreau, David Brewster, Christopher Cairns, Roger Cliff, R. Evan Ellis, April Herlevi, Roy Kamphausen, Roderick Lee, Paul Nantulya, Meia Nouwens, Rebecca Pincus, and Joel Wuthnow, Enabling a More Externally Focused and Operational PLA 2020 PLA Conference Papers (US Army War College Press, 2022). | 237 downloads



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- Colin S. Gray, Hard Power and Soft Power: The Utility
 of Military Force as an Instrument of Policy in the 21st Century (US Army War College Press, 2011).

 | 175 downloads
- 4. Ryan Burke and Sue McNeil, Toward a Unified Military Response: Hurricane Sandy and the Dual Status Commander (US Army War College Press, 2015). | 169 downloads
- 5. John R. Deni, Chris Alden, Erik Brattberg, Roger Cliff, Mark Duckenfield, R. Evan Ellis, Nicholas Nelson, and Lauren Speranza, China, Europe, and the Pandemic Recession: Beijing's Investments and Transatlantic Security (US Army War College Press, 2022). | 153 downloads

Parameters Articles

- 1. John C. Bahsen and James W. Bradin, "The Army's Command Sergeant Major Problem," *Parameters* 18, no. 1 (1988): 9–17. | 4,495 downloads
- 2. Jared M. McKinney and Peter Harris, "Broken Nest: Deterring China from Invading Taiwan," *Parameters* 51, no. 4 (2021): 23–36. | 962 downloads
- 3. Emile Simpson, "Clausewitz's Theory of War and Victory in Contemporary Conflict," *Parameters* 47, no. 4 (2017): 7–18. | 677 downloads
- 4. John A. Nagl, "Why America's Army Can't Win America's Wars," *Parameters* 52, no. 3 (2022): 7–19. | 97 downloads



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5. Michael Howard, "The Use and Abuse of Military History," Parameters 11, no. 1 (1981): 9–14. | 523 downloads

Top Podcast Downloads

(Since Launch in 2021 to October 5, 2022)



- Tami Davis Biddle, "Character Traits Strategic Leaders Need," July 5, 2022, in Decisive Point: The USAWC Press Podcast Companion Series, produced by Stephanie Crider, podcast, audio, 15:10.
 404 downloads
- 2. John A. Nagl, "Why America's Army Can't Win America's Wars," August 10, 2022, in Decisive Point: The USAWC Press Podcast Companion Series, produced by Stephanie Crider, podcast, audio, 14:18.

 | 392 downloads
- 3. Michael Neiberg, "Coalition Warfare—Echoes from the Past," March 23, 2022, in Decisive Point: The USAWC Press Podcast Companion Series, produced by Stephanie Crider, podcast, audio, 6:43.

 | 392 downloads
- Zachary Kallenborn, "InfoSwarms: Drone Swarms and Information Warfare," June 23, 2022, in Decisive Point: The USAWC Press Podcast Companion Series, produced by Stephanie Crider, podcast, audio, 12:44.
 356 downloads
- 5. Zenel Garcia and Kevin D. Modlin, "Sino–Russian Relations and the War in Ukraine," August 18, 2022, in Decisive Point: The USAWC Press Podcast Companion Series, produced by Stephanie Crider, podcast, audio, 15:06.

| 340 downloads



1. Ariel Cohen and Robert Hamilton, "The Russian Military and the Georgia War: Lessons and Implications," August 8, 2022, in Conversations on Strategy, produced by Stephanie Crider, podcast, audio, 24:57.

455 downloads

- 2. John Spencer, "Urban Warfare," September 21, 2022, in Conversations on Strategy, produced by Stephanie Crider, podcast, audio, 15:52.

 413 downloads
- 3. Thomas F. Lynch III, Todd Greentree, and Conrad Crane, "Deconstructing the Collapse of Afghanistan National Security and Defense Forces," September 12, 2022, in Conversations on Strategy, produced by Stephanie Crider, podcast, audio, 38:46.

366 downloads

- 4. Phillip Dolitsky and Lukas Milevski, "On 'The Grand Strategic Thought of Colin S. Gray'," June 3, 2022, in Conversations on Strategy, produced by Stephanie Crider, podcast, audio, 11:24.

 | 223 downloads
- 5. Jared M. McKinney, Peter Harris, and Eric Chan, "China and Taiwan (Part 1)," March 9, 2022, in Conversations on Strategy, produced by Stephanie Crider, podcast, audio, 37:33.

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Press Tips are compiled by Dr. Erin Forest.

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