

The author's first book, War Comes to Long An, a military classic first published in 1972 and reprinted in 2010 in an expanded edition, definitively documented how America's Vietnam war effort was doomed almost from the start: The New York Times: "brilliantly conceived . . . profound . . . sets new standards" \* Professor Samuel Huntington, Harvard University: "highly original and persuasive" \* Modern Asian Studies, Cambridge University, UK: "an extremely sophisticated book" \* John Nagl, Rhodes Scholar, aide to General David Petraeus: "stunningly original."

Now, bringing engineering expertise to bear, the piercing insights of The Bonfire of the Verities do for economic and national security policy-making and enterprise management what Race's earlier work did on a smaller scale for Vietnam and for the study of behavioral change. Why do highly intelligent leaders, with degrees from the world's greatest universities, with equally intelligent and skilled staffs and with limitless research and intelligence budgets, continue to make catastrophic decisions--even while warned in advance of catastrophes to come?

This book explains why and what to do about it.

