CONTENTS

Preface and Acknowledgments vii

1. Introduction: The Calculus of Violence	1
2. Terrorism, the Media, and Foreign Policy	16
3. Terrorists and Their Goals 48	
4. The Polls and the Theater of Terror 75	
5. Terrorist Spectaculars and Presidential Rallies 94	
6. Decision Makers and their Hard Choices	122
7. Conclusion: Must Terrorists Succeed?	149

Notes 163
Appendix 185
Bibliography 199
Index 209