



Hearts and Minds: Its Evolution and Relevance to Counterinsurgency Campaigns

By Winston M. Marbella

BiblioScholar. Paperback. Condition: New. 168 pages. Dimensions: 9.7in. x 7.4in. x 0.4in. At the core of U. S. counterinsurgency doctrine is the concept of hearts and minds. Although the concept has significantly deviated from its historical grounding and has become a nebulous concept that is frequently maligned, misunderstood, and misapplied; nonetheless, its original principles remain the cornerstone in current counterinsurgency campaigns. This thesis examined two historical and two contemporary case studies: The British-Malya in Malaya (1950 to 1960), the British-Omani experience in Dhofar (1970 to 1975), and the current US military experiences in support of the Philippine military, and the US-led International Security Assistance Force (ISAF) in Afghanistan. The Malayan Emergency gave birth to the term hearts and minds in counterinsurgency application. However, it is vehemently argued that the British administrations highly coercive methods can be categorized hearts and minds. Conversely in Oman, the British were equally victorious in prosecuting the Dhofar Rebellion with very minimal coercive methods. Its success is credited to the small SAS footprint, working with indigenous forces, and legitimizing the host nation government. It is fascinating to note that the current lines of operation by US SOF in the southern Philippines parallel those of Dhofar but differ...



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