1. **Rule 1**  
   Power is not only what you have, but what the enemy thinks you have.

2. **Rule 2**  
   Never go outside the expertise of your people.

3. **Rule 3**  
   Whenever possible, go outside the expertise of the enemy.

4. **Rule 4**  
   Make the enemy live up to its own book of rules.

5. **Rule 5**  
   Ridicule is man’s most potent weapon.

6. **Rule 6**  
   A good tactic is one your people enjoy.

7. **Rule 7**  
   A tactic that drags on too long becomes a drag.

8. **Rule 8**  
   Keep the pressure on. Never let up.

9. **Rule 9**  
   The threat is usually more terrifying than the thing itself.

10. **Rule 10**  
    If you push a negative hard enough, it will push through and become a positive.

11. **Rule 11**  
    The price of a successful attack is a constructive alternative.

12. **Rule 12**  
    Pick the target, freeze it, personalize it, and polarize it.