



Center for Strategic and Budgetary Assessments

**ANALYSIS**

## **Not Too Cold, Not Too Hot**

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In the aftermath of the attacks of September 11, 2001, George W. Bush worried less about rallying the nation to action against the terrorist threat than about warning an enraged public that the campaign would not end anytime soon. The president referred to the emerging “global war on terror” as a generational struggle—one that would go on well past his own tenure and one that would lack an emotionally satisfying endpoint such as V-J Day or the fall of the Berlin Wall.