



MEDIA ADVISORY

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General Petraeus' Counterinsurgency Guidance & Understanding the Human Terrain

The Key to Success in Afghanistan

General David Petraeus, the Commander of International Security Assistance Force/United States Forces – Afghanistan, recently released his “Counterinsurgency Guidance” for Afghanistan. As General Petraeus has stated multiple times since his Senate confirmation hearing, “the decisive terrain is the human terrain.” General Petraeus explains that it is important to “earn the people’s trust, talk to them, ask them questions, and learn about their lives.” His key points are to “hear what they say” and “learn and adapt.”

Glevum Associates, a Massachusetts-based social science research and analysis company that conducts extensive multi-disciplinary face-to-face research in Afghanistan, Iraq and elsewhere provides the kind of expert collection and analysis of local information that enables the Coalition forces in Iraq and Afghanistan to “hear what they say.”

Andrew Garfield, the founder of Glevum Associates, was recently published on the *Small Wars Journal* blog with an op-ed explaining why understanding the human terrain is so critical to the Coalition’s success in Afghanistan.

A copy of Mr. Garfield’s op-ed is attached.

A copy of the COMISAF Counterinsurgency Guidance document from General David Petraeus has been added to the Glevum Associates website at www.glevumassociates.com.

If you are interested in discussing these issues with Mr. Garfield, please contact Laurie Adler at laurie.adler@glevumusa.com or 202-491-7500 to set up a phone call or meeting.