

## War Is Sold Just Like Soda or Toothpaste

By [Washington's Blog](#)

Global Research, November 03, 2010

[Washington's Blog](#) 2 November 2010

Theme: [History](#), [US NATO War Agenda](#)



Painting by Anthony Freda: [www.AnthonyFreda.com](http://www.AnthonyFreda.com).

White House chief of Staff Andrew Card famously [said](#) - in explaining why the Bush administration waited until September to make its case for war in Iraq:

From a marketing point of view, you don't introduce new products in August.

War is - indeed - marketed just like soda or toothpaste.

Everyone knows that [truth is the first casualty of war](#).

Countries need to lie about their enemies in order to demonize them sufficiently so that the people will support the war.

That is why intelligence "failures" - such as the following - are so common:

- The U.S. Navy's own historians now say that the sinking of the USS Maine — the

justification for America's entry into the Spanish-American War — was [probably caused by an internal explosion of coal, rather than an attack by the Spanish.](#)

- It is also now well-accepted that the Gulf of Tonkin Incident which led to the Vietnam war was a [fiction](#) (confirmed [here](#)).
- And two lies were used to justify the 1991 Gulf TWar: [the statement that Iraqis murdered Kuwaiti babies](#) and the statement that [a quarter of a million Iraqi troops were massed on the border with Saudi Arabia](#) (see also [this article](#))(technically, the statement about Kuwaiti babies did not come from the U.S. government, but from a public relations firm *hired by* the government).

That is also why governments from around the world have [used false flag incidents](#) for thousands of years to sell their people on whatever wars they wish to launch.

Of course, the demonization process is catapulted far and wide by the mainstream media. Indeed, the corporate media is instrumental in [spreading the lies](#) so as to support war.



(Unknown artist)

The original source of this article is [Washington's Blog](#)  
Copyright © [Washington's Blog](#), [Washington's Blog](#), 2010

---

[Comment on Global Research Articles on our Facebook page](#)

[Become a Member of Global Research](#)

Articles by: [Washington's Blog](#)

**Disclaimer:** The contents of this article are of sole responsibility of the author(s). The Centre for Research on Globalization will not be responsible for any inaccurate or incorrect statement in this article. The Centre of Research on Globalization grants permission to cross-post Global Research articles on community internet sites as long the source and copyright are

acknowledged together with a hyperlink to the original Global Research article. For publication of Global Research articles in print or other forms including commercial internet sites, contact: [publications@globalresearch.ca](mailto:publications@globalresearch.ca)  
[www.globalresearch.ca](http://www.globalresearch.ca) contains copyrighted material the use of which has not always been specifically authorized by the copyright owner. We are making such material available to our readers under the provisions of "fair use" in an effort to advance a better understanding of political, economic and social issues. The material on this site is distributed without profit to those who have expressed a prior interest in receiving it for research and educational purposes. If you wish to use copyrighted material for purposes other than "fair use" you must request permission from the copyright owner.

For media inquiries: [publications@globalresearch.ca](mailto:publications@globalresearch.ca)