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Lawrence Freedman has been Professor of War Studies at King's College London since 1982, and Vice-Principal since 2003. Elected a Fellow of the British Academy in 1995 and awarded the CBE in 1996, he was appointed Official Historian of the Falklands Campaign in 1997. He was awarded the KCMG in 2003.

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Sir Lawrence David Freedman, KCMG, CBE, PC, FBA (born 7 December 1948) is Emeritus Professor of War Studies at King's College London. He has been

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described as the "dean of British strategic studies" and was a member of the Iraq Inquiry.

Lawrence Freedman - Wikipedia

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an ability to look up from the short term and the trivial to view the long term and the essential, to address causes rather than symptoms, to see woods rather than trees.”. — Lawrence Freedman, Strategy: A History.

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Strategy: A History

Strategy is accordingly simply the ways. Sir Lawrence Freedman writes that strategy is “about getting more out of a situation than the starting balance of power would suggest.”[5] Good strategy involves an astute course of action, a shrewd way that is additive to the available power; the impact of the means are magnified.

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