

الفصل الثامن عشر

عمليات جماعة الإخوان في مصر

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¹ Micheal Scheuer, Can al-Qaeda Endure Beyond bin Laden, *Terrorism Focus*, Volume II, Issue 20, October 2000.

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The United States government must fund media campaigns that focus on turning Muslim public opinion against the jihadis, but in a very low key and indirect manner. In particular, the U.S. must harness the power of the "Shayma Effect", broadcasting images of jihadi attacks that have killed Muslim children.

In light of the foregoing points highlighting the deleterious effects of direct U.S. action in the region, it is essential that the U.S. operate behind the

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scenes. Thus, media campaigns like those mentioned above must be carefully managed by professionals using some of the same, excellent information strategies and organizations that the U.S. employed so effectively in the Cold War [Stealing Al-Qa'ida's Playbook, Combating Terrorism Center, United States Military Academy, P: ١٨ & ١٩].