

what the rest of the world sees on TV of the Palestinian/Israel War is deadly graphic and unfiltered.

Since the world knows from experience that the United States will likely veto any UN resolutions and denounce any World Court decisions that criticizes Israeli actions, the U.S. is directly blamed for allowing Israel to act outside international law.

The Ugly Americans: As world opinion polls show, President Bush and his administration are viewed as intellectually incompetent, militaristic and unilateralist. Yet, unlike 2000 when the Supreme Court was held accountable for making George Bush president, in 2004 the world directly blames the American people for electing him, for being supportive of his policies – and as accomplices, they are held responsible for the consequences.

“How can 59,054,087 people be so DUMB,” screams the front-page headline in England’s Daily Mirror.

Pop goes the culture: Twentieth century American pop culture, once so intoxicating to countries ravaged by World War II and embraced as free and fresh, by repressed Cold War societies, is becoming a 21st symbol of everything that’s wrong with America – violent, dumbed down, and crude.

But it’s not only U.S. policy and pop image that’s tarnished, across the globe, America’s wholesale obesity problem has also become the butt of jokes everywhere.

TRENDPOST: *American businesses will suffer from the Ugly American backlash. The first casualties will be U.S. branded consumer products, particularly those with mass market appeal... soft drinks, snacks, apparel,*

footwear and the wide array of licensed products.

Companies selling abroad should concentrate marketing and advertising on basic universal needs and desires, rather than try to plug the tarnished brand America image.

DOING THE IRAQ DRAG

Washington’s promise and the Pentagon’s prophecy that this year’s Iraqi elections will help establish democracy and facilitate U.S. troop reductions, are as inaccurate as claims made last year by Vice President Dick Cheney that the Iraq War is “behind us,” and Maj. General Raymond Odierno’s prediction, that “We have six to twelve months left of this insurgency.”

Rather than unite the country, the upcoming Iraqi elections will create deeper political/tribal conflict, harden religious divisions and push Iraq into more chaos and a bloody civil war. There will be no democracy, no independent government nor will there be an Iraqi armed force capable of accepting the transfer of United States’ military power.

Forced into waging war on their own, thousands more Americans will die, tens of thousands more will be wounded, hundreds of thousand of Iraqis will be killed and wounded, and hundreds of billions more dollars will be spent before the United States and its handful of coalition forces are eventually forced to withdraw.

This is the inevitable outcome of trends we described on February 18, 2003, a month before the invasion. In our Trend Alert,[®] we forecast: “*While the victory on the battlefield may be swift considering the*

massive military power of the U.S., the war against Iraq will be eventually lost. Iraqi generals have promised to launch unrelenting suicide attacks against coalition forces and have vowed to fight down to the last man to repel invaders. Thus, a guerrilla war will drag on until they have regained control of their country.

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