4. Credible Commitments

Consider the following statements from the media:

- “Continental Airlines said yesterday that it would raise airfares on about two-thirds of its routes ... to take effect September 5.”

- “Continental Airlines has dropped its plan to raise domestic airfares by 5%.”

- “Microsoft officials won’t confirm or deny that its commitment to ACE with OS/2 3.0 was a bluff, but the [previous] announcement bought them about six months.”

- “On January 5, Boeing, the world’s top aircraft maker, announced it was building a plane with 600 to 800 seats, the biggest and most expensive airliner ever. Some in the industry suggest Boeing’s move is a bluff to preempt Airbus from forging ahead with a similar plane.”
4.1 Saint Crispin’s Day

O God of battles! steel my soldiers’ hearts;  
Possess them not with fear; take from them now  
The sense of reckoning, if th’opposed numbers  
Pluck their hearts from them ...

‘We few, we happy few, we band of brothers;  
For he to-day that sheds his blood with me  
Shall be my brother ...  
And gentlemen in England now a-bed  
Shall think themselves accurs’d they were not here  
And hold their manhoods cheap whiles any speaks  
That fought with us upon Saint Crispin’s day.

‘That he which hath no stomach to this fight,  
Let him depart; his passport shall be made,  
And crowns for convoy put into his purse:  
We would not die in that man’s company  
That fears his fellowship to die with us.

Henry V, [IV, i and iii]