

## **Abstract**

The American war in Vietnam was one of the Cold war conflict and United States had entered this war within their policy of communist detained. United States had supported France first. Later, they took political and military responsibility themselves. Despite many recommendations, US Military Command had chosen conventional way of fighting, which was based on large scale strikes against enemy to undermine his will. This strategy reflected US history of war success and technological superiority. But the main difference was theatre of conflict itself. The enemy was fighting guerrilla way and avoided large scale struggles. The only solution was to the application of counterinsurgency strategy, which was focused on winning “Hearts and minds” of Vietnamese population. Its development occurred in everyday fighting experience and combat troops had started to apply it successfully in many Vietnam areas. Unfortunately, American army wasn't able to apply this successful model across the board and insisted on conventional way of pacification till the end of the Vietnam war.