

**The Price of Martyrdom**

This blood's for you the  
litany begins  
So rich you'll never taste  
its like again  
And if it isn't good  
To the last drop  
You'll know you haven't got  
the real thing

John F. Sherry, Jr.  
J.L. Kellogg Graduate School of Management  
Northwestern University  
Evanston, IL 60208, USA