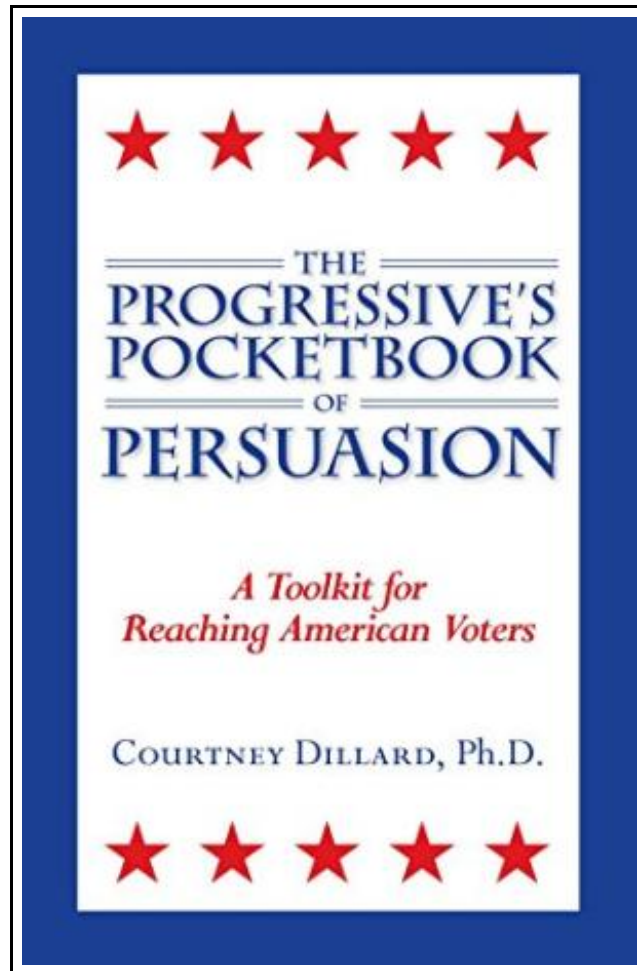


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THE PROGRESSIVE S POCKETBOOK OF PERSUASION: A TOOLKIT FOR REACHING AMERICAN VOTERS



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Trafford Publishing, Canada, 2006. Paperback. Book Condition: New. 221 x 147 mm. Language: English . Brand New Book ***** Print on Demand *****.November 2nd, 2004- 11: 45 PM PST: We lost. There were no WMDs, the budget surplus was replaced by the largest deficit the country had ever seen, the economy was unstable with jobs being shipped overseas, and the Republican candidate was vulnerable to critique on many fronts. But we lost. As the shock of our failure wears of and Democrats attempt to chart a bold new direction, we need to be brave enough to assess why we lost and strong enough to accept the answer. In the end, we lost because we couldn t talk the talk. Our messages are often out of synch with the way average Americans think and make decisions. Our messages do not resonate. They do not inspire. In essence, we lost the election because we have lost control of the conversation. The Progressive s Pocketbook of Persuasion teaches Democrats how to control the conversation once again and in turn retake the political reins of our country. In ten informative chapters, addressing the most important aspects of persuasion in the political realm, The Progressive s Pocketbook of Persuasion provides a much-needed toolkit for talking effectively about the key issues facing America today. Each chapter explains a central persuasive concept (such as reason, narrative, credibility, symbols, etc.) in easy-to-understand terms and with relevant examples. Most importantly, each chapter suggests specific ways that Democrats at all levels of political involvement can use the concept to create more effective persuasion. The Progressive s Pocketbook of Persuasion is aimed at activists and concerned Democrats who seek to engage political issues in their everyday lives. With benchmark elections rapidly approaching, effective persuasion skillscan greatly improve Democrats impact as they...



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