



The Little Blue Book: The Essential Guide to Thinking and Talking Democratic (Paperback)

By George Lakoff, Elisabeth Wehling

Free Press, United States, 2012. Paperback. Condition: New. Original.. Language: English . Brand New Book. The essential handbook for thinking and talking Democratic--must reading not only for every Democrat but for every responsible citizen (Robert B. Reich, former Secretary of Labor and author of Beyond Outrage). The essential handbook for thinking and talking Democratic--must reading not only for every Democrat but for every responsible citizen (Robert B. Reich, former Secretary of Labor and author of Beyond Outrage). Voters cast their ballots for what they believe is right, for the things that make moral sense. Yet Democrats have too often failed to use language linking their moral values with their policies. The Little Blue Book demonstrates how to make that connection clearly and forcefully, with hands-on advice for discussing the most pressing issues of our time: the economy, health care, women's issues, energy and environmental policy, education, food policy, and more. Dissecting the ways that extreme conservative positions have permeated political discourse, Lakoff and Wehling show how to fight back on moral grounds and in concrete terms. Revelatory, passionate, and deeply practical, The Little Blue Book will forever alter the way Democrats and progressives think and talk about politics.



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