



The ALL NEW Don't Think of an Elephant!: Know Your Values and Frame the Debate

George Lakoff

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Ten years after writing *the* definitive, international bestselling book on political debate and messaging, George Lakoff returns with new strategies about how to frame today's essential issues.

Called the "father of framing" by *The New York Times*, Lakoff explains how framing is about *ideas*?ideas that come before policy, ideas that make sense of facts, ideas that are *proactive* not *reactive*, positive not negative, ideas that need to be communicated out loud every day in public.

The ALL NEW Don't Think of an Elephant! picks up where the original book left off?delving deeper into how framing works, how framing has evolved in the past decade, how to speak to people who harbor elements of both progressive and conservative worldviews, how to counter propaganda and slogans, and more.

In this updated and expanded edition, Lakoff, urges progressives to go beyond the typical laundry list of facts, policies, and programs and present a clear moral vision to the country?one that is traditionally American and can become a guidepost for developing compassionate, effective policy that upholds citizens' well-being and freedom.

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Steven Clayton:

A lot of people always spent their free time to vacation or go to the outside with them household or their friend. Do you realize? Many a lot of people spent that they free time just watching TV, or playing video games all day long. In order to try to find a new activity this is look different you can read any book. It is really fun for you. If you enjoy the book you read you can spent all day long to reading a guide. The book The ALL NEW Don't Think of an Elephant!: Know Your Values and Frame the Debate it is rather good to read. There are a lot of people who recommended this book. We were holding enjoying reading this book. If you did not have enough space to create this book you can buy typically the e-book. You can m0ore very easily to read this book out of your smart phone. The price is not to cover but this book provides high quality.

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