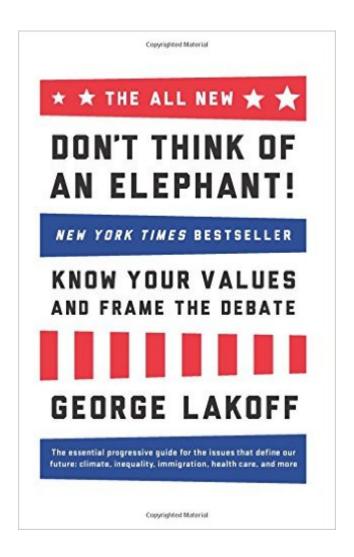
The book was found

The ALL NEW Don't Think Of An Elephant!: Know Your Values And Frame The Debate





Synopsis

Ten years after writing the definitive, international bestselling book on political debate and messaging, George Lakoff returns with new strategies about how to frame todayâ ™s essential issues. Called the â œfather of framingâ • by The New York Times, Lakoff explains how framing is about ideasâ •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 Donâ ™t Think of an Elephant! picks up where the original book left offâ •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 countryâ •one that is traditionally American and can become a guidepost for developing compassionate, effective policy that upholds citizensâ ™ well-being and freedom.

Book Information

Paperback: 192 pages

Publisher: Chelsea Green Publishing; 2nd Revised edition edition (September 23, 2014)

Language: English

ISBN-10: 160358594X

ISBN-13: 978-1603585941

Product Dimensions: 0.8 x 5.5 x 8.5 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars Â See all reviews (73 customer reviews)

Best Sellers Rank: #45,841 in Books (See Top 100 in Books) #15 in Books > Politics & Social Sciences > Politics & Government > Specific Topics > Propaganda & Political Psychology #82

in Books > Politics & Social Sciences > Politics & Government > Elections & Political Process >

Elections #83 in Books > Politics & Social Sciences > Social Sciences > Linguistics

Customer Reviews

I hope the right people read this book and take its lessons to heart. Lakoff's work on framing is an extremely important explanation for why progressives have been losing out to conservatives, even while progressives share the opinions and desires of the majority of Americans. As frustrating as that has been, Lakoff has explained it in scientific terms. Enlightening. If you are a progressive; if politics are of interest to you, even as nothing more than conversation at the dinner table; if societal

issues interest you, especially if you are frustrated with the way this country selects its political leaders and by the direction Congress is taking this country, you must read this book. It is a quick read, so there is no excuse not to.

I wish every Democrat, every progressive would read Don't Think of an Elephant. Linguist Lakoff offers powerful insights into how to tell our story and counteract the disinformation coming from the right wing. If you're looking for ways to communicate effectively with your right wing uncle during the holidays, read it. If you're thinking of running for office, read it. If you're an activist, campaign worker or volunteer, read it. If your wondering why the right keeps winning and progressives struggle with midterm elections, read it. Then change the narrative by putting Lakoff's principles into practice every day.

Terrific! updated, and right on.....an excellent and extremely useful book for anyone who wants to communicate clearly. Especially helpful if dealing with people who have a different perspective, but excellent across the board for communicating effectively with any adult.

This is an important book. Everyone needs to know more about linguistic framing for a wide variety of reasons. Layoff does an excellent job of identifying and explaining frames that influence thinking and behavior. This is basic, important information about thought and behavior.

"ALL NEW" is a bit of an overstatement, frankly. There is very little new in this reprint. Mercifully, Lakoff has removed some his lame suggestions of alternative messaging, but additions are few and far between. By all means, if you don't have Don't Think of an Elephant, get this edition and read it. The original rippled through political discourse like a brick dropped in still waters. It is an essential work on how persuasion works and the pathology of politics. But if you read the original, there's nothing here for you.

Have the original. And, like the new edition. GREAT information. The challenge is to work with a group who can implement some of the strategies and tactics. The Democratic Party with whom, I believe, Lakoff has worked with quite a bit are obvious failures at articulating their values and learning how to frame.

Probably the best book ever written for progressives to learn how to "message" properly. We tend to

be too wordy and intellectual, where the Republicans it can be said are simple, basic (unbelievable if you have a brain), but they still reach a low attention span voter and motivate them with fear. A lot to be leaned here.

Not a review --- just a recommendation that Don't Think an Elephant is must reading for anyone interested in how to effectively put forth one's social and political ideas.

Download to continue reading...

The ALL NEW Don't Think of an Elephant!: Know Your Values and Frame the Debate Don't Know Much About History, Anniversary Edition: Everything You Need to Know About American History but Never Learned (Don't Know Much About Series) Children's Books: Don't Think You Can't: (audio book download) How children succeed? (Funny Picture books), (Kids books-Social skills-Self esteem-Values) ... Bedtime stories for Beginner readers 1) Modern Collectible Tins Identification & Values: Identification & Values The Life-Changing Magic of Not Giving a F*ck: How to Stop Spending Time You Don't Have with People You Don't Like Doing Things You Don't Want to Do Elephant Coloring Book For Adults: An Adult Coloring Book of 40 Patterned, Henna and Paisley Style Elephant (Animal Coloring Books for Adults) (Volume 2) What the Rich Know That You Don't: How The Rich Think Differently From The Middle Class And Poor When It Comes To Time, Money, Investing And Wealth Accumulation (The Secrets Of Getting Rich!) Elephant Quest Elephant Quest (Adventures Around the World) Don't Sweat the Small Stuff and It's All Small Stuff: Simple Ways to Keep the Little Things From Taking Over Your Life (Don't Sweat the Small Stuff Series) Timber Frame Construction: All About Post-and-Beam Building Kent Hovind and the Creation Evolution Debate Seminar: The One Book You Need To Make Sense Of It All The Driving Book: Everything New Drivers Need to Know but Don't Know to Ask You Don't Know Me but You Don't Like Me: Phish, Insane Clown Posse, and My Misadventures with Two of Music's Most Maligned Tribes Nonviolent Communication: Create Your Life, Your Relationships, and Your World in Harmony with Your Values Children's book: "Kate and Bob, Don't Lose Hope": Animal stories Turtles, Rhymes, Values, Preschool -Picture Book age 2-8, kids eBook (Funny Bedtime StoriesBeginner Reader& Early learning -Series 7) Instant Wall Art - Botanical Prints: 45 Ready-to-Frame Vintage Illustrations for Your Home Decor Build Your Own Beekeeping Equipment: How to Construct 8- & 10-Frame Hives; Top Bar, Nuc & Demo Hives; Feeders, Swarm Catchers & More Earl Nightingale Reads Think and Grow Rich (Think and Grow Rich (Audio)) Act like a Lady, Think like a Man: What Men Really Think About Love, Relationships, Intimacy, and Commitment Act Like a Lady, Think Like a Man, Expanded Edition CD: What Men Really Think About Love, Relationships, Intimacy, and

Commitment

Dmca