



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

George Lakoff, Elisabeth Wehling

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The indispensable handbook for Democrats

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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