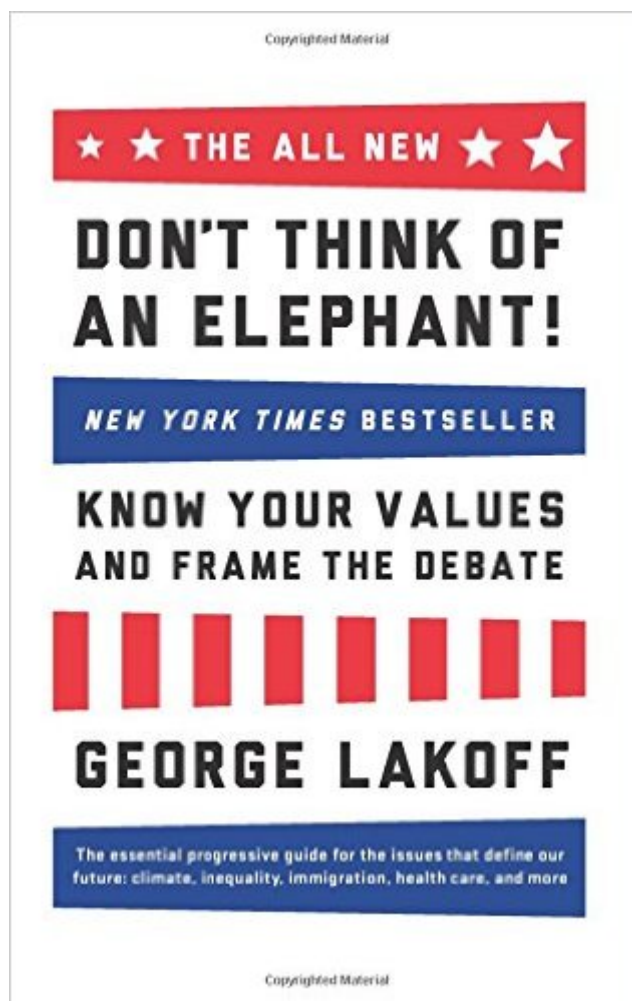


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# The ALL NEW Don't Think Of An Elephant!: Know Your Values And Frame The Debate



## 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 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.

## Book Information

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## 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 you're 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. Lakoff 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 of 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 learned 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.

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