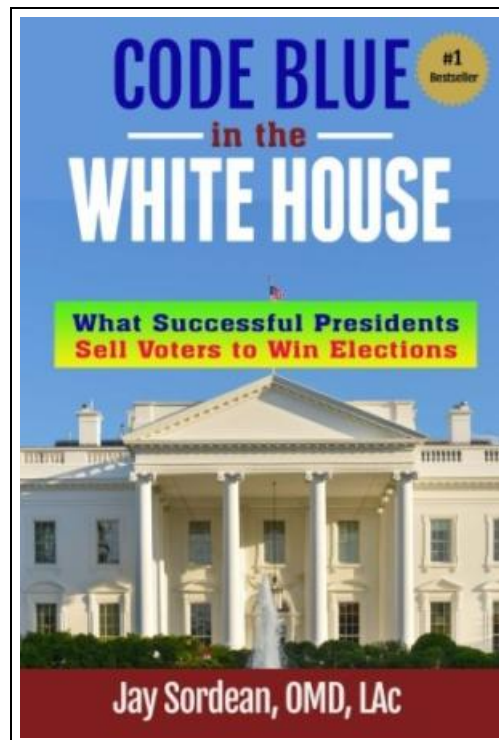


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Reviews

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CODE BLUE IN THE WHITE HOUSE: WHAT SUCCESSFUL PRESIDENTS SELL VOTERS TO WIN ELECTIONS (PAPERBACK)



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Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Donald Trump is now the selected POTUS. Some call him President. Others more demeaning monikers. A few adore him. In one of the most unusual presidential elections in modern times, a Republican candidate -- who the Republican Leadership in large part repudiated -- not only won the party nomination but won the electoral college vote. Apparently Hillary Clinton would have won based on the popular vote. Neither candidate won even 50 of the popular vote (both around 47 according to CNN). So, how is it that a presidential candidate sells her/himself to enough voters to win an election without a majority of the popular vote? SALES TECHNIQUES -- unique to the American voter population. (And perhaps riding on the coat tails of state-sanctioned voter fraud and manipulation) So, what sales techniques and personality characteristics led Trump to victory over a popular voter count win by Hillary Clinton? Like before the election results, worldwide, everyone is asking the question, What s going on in the American election for President? They wonder Is the Presidency dying or just degenerating? NPR s Rachel Martin states in a September 2, 2016 podcast program on character of the candidates that many Americans say that these are the worst candidates they have ever had to choose from. On the other hand, is this election cycle in the U.S. really different from previous ones? Everyone around the world agrees that this one has been unique if not frankly bizarre. The Republican party in large part hates its candidate, Donald Trump. He is outside the box when the Republicans fashion themselves as inside the box, traditional, conservative. Hillary Clinton is more inside the box than Donald Trump is. And Hillary...



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