



Cracking the Code: How to Win Hearts, Change Minds, and Restore America's Original Vision

Thom Hartmann

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By the bestselling author and XM and Sirius Satellite radio host heard on more than eighty radio stations coast to coast seven days a week

Shows progressives how to master the science and technology of persuasive communication and counter the right-wing message machine

Offers exercises and examples throughout to help readers put the concepts they're learning into practice

Millions of working Americans talk, act, and vote as if their economic interests match those of the megawealthy, the multinational corporations, and the politicians who do their bidding. How did this happen? According to Air America radio host Thom Hartmann, the apologists of the Right have become masters of the subtle and largely subconscious aspects of political communication. It's not an escalation in Iraq, it's a surge; it's not the inheritance tax, it's the death tax; it's not drilling for oil, it's exploring for energy.

Conservatives didn't intuit the path to persuasive messaging—they learned these techniques. There is no reason why progressives can't learn them too. In Cracking the Code, Hartmann shows you how. Drawing on his background as a psychotherapist and advertising executive as well as a national radio host, he breaks down the science and technology of effective communication so you can apply it to your own efforts to counter right-wing disinformation. It's both an art and a science—as Hartmann explains, political persuasion is as much about biology as ideology, about knowing how the brain processes information and how that influences the way people perceive messages, make decisions, and form a worldview.

Throughout the book, Hartmann shows you precisely how to master this technology, providing examples dating back to the time of the Founding Fathers. As you read deeply in this book, you'll see things you hadn't realized were there—in everything from advertising to political rants—and discover abilities you didn't know you had. Whether you're a politician, an activist, a volunteer, or a concerned citizen, you'll develop a strong sense for how to reach into that part of the collective human psyche where we truly do have the power to create a new world.



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