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

By Thom Hartmann

BERRETT-KOehler, United States, 2008. Paperback. Book Condition: New. 208 x 140 mm. Language: English . Brand New Book. Millions of working Americans talk, act, and vote as if their economic interests match those of the megawealthy, global 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 structure for effective communication, sharing exercises and examples for practical application.



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