



Summary: Don't Think of an Elephant! - George Lakoff: Know Your Values and Frame the Debate

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Complete summary of George Lakoff's book: "Don't Think of an Elephant! Know Your Values and Frame the Debate".

This summary of the ideas from George Lakoff's book "Don't Think of an Elephant!" reveals the way conservatives think and how to counter their arguments. In his book, the author explains in detail how conservatives have framed the debate and provides examples of how to reframe it by knowing your values and identity. Lakoff has drawn from his years of experience to provide readers with this knowledgeable political handbook on how to finally win the debate.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your political knowledge

To learn more, read "Don't Think of an Elephant!" and discover how America can finally win the debate against the Conservatives.

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