

Praise for *The ALL NEW Don't Think of an Elephant!*

“When the original *Don't Think of an Elephant!* came out in 2004, Lakoff showed us that progressive Democrats voted on values, not issues—just like the right. Now, Dr. Lakoff is back to prevent a relapse of bad framing. *The ALL NEW Don't Think of an Elephant!* is a must read, every bit as important as the first edition. This time we have to train ourselves to think for the long term. Buy this book, memorize it, and teach it to your children. Progressives may be smart, but we don't communicate our ideas well. This book is the blueprint for how to do better.”

—HOWARD DEAN, former chair of the Democratic National Committee and founder of Democracy for America

“Lakoff single-handedly convinced liberals of the importance of language in winning political battles. Now he's back to finish what he started.”

—MARKOS MOULITSAS, founder and publisher, Daily Kos

“*The All New Don't Think of an Elephant!* is an indispensable tool for progressives—packed with new thinking on framing issues that are hotly debated right now, and new insights on how to reclaim the political debate on meaningful terms that can yield true progress, not just political gains.”

—JENNIFER M. GRANHOLM, former governor of Michigan

Praise for the first edition, *Don't Think of an Elephant!*

“It's not enough that we have reason on our side. We also have to use words and images powerful enough to persuade others. Lakoff offers crucial lessons in how to counter right-wing demagoguery. Essential reading in this neo-Orwellian age of Bush-speak.”

—ROBERT REICH, author, *Aftershock*, former US Secretary of Labor

“Fascinating insights into why progressives lose good causes and how they