

“George Lakoff’s *Don’t Think of an Elephant!* is a wonderful example of what happens when you combine a linguist’s ear for the subtleties of language with an understanding of the complexities of modern politics and a commitment to progressive ideals. Whether you think of yourself as a liberal, a progressive, or simply someone with an interest in how political language works, this is a must read.”

—GEOFFREY NUNBERG, University of California, Berkeley

“Progressives have a lot to learn about persuading swing voters to our cause, and there’s no better teacher than George Lakoff. This readable text couldn’t be more timely; it should be read widely and put to work before November!”

—DANIEL ELLSBERG, author of *Secrets: A Memoir of Vietnam and the Pentagon Papers*

“If you want to take back our country, you have to take back your community. If you want to take back your community, you need to take back the debate. This book, and the video that goes with it, are your essential tools. What the Bush administration has done for obfuscation, George Lakoff’s work does for clarification.”

—CARL POPE, former president, Sierra Club