

or challenged or belittled. We will explore those frames in detail in the pages ahead.

It is by popular demand that this book is short and informal. It is meant to be a practical guide both for citizen activists and for anyone with a serious interest in politics. Those who want a more systematic and scholarly treatment should read my books *Moral Politics: How Liberals and Conservatives Think* (second edition), *Thinking Points, Whose Freedom?*, *The Political Mind*, and *The Little Blue Book* (with Elisabeth Wehling). And for those just dying to read clearly written 600-page academic books and hundreds of articles on both political and academic topics, you can find them on my website: www.georgelakoff.com. But for a quick informative read and your first introduction to framing, start here.

It is vital—for us, for our country, and for the world—that we understand the progressive values on which this country was founded and that made it a great democracy. If we are to keep that democracy, we must learn to articulate those values loud and clear. If progressives are to win in the future, we must present a clear moral vision to the country—a moral vision common to all progressives. It must be more than a laundry list of facts, policies, and programs. It must present a moral alternative, one traditionally American, one that lies behind everything Americans are proud of.

This update of the original version of *Don't Think of an Elephant!* is written in the service of that vision.

Enjoy!