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Sommario/riassunto	This ebook consists of a summary of the ideas, viewpoints and facts presented by George Lakoff in his book "Don't Think of an Elephant!, Know Your Values and Frame the Debate". This summary offers a concise overview of the entire book in less than 30 minutes reading time. However this work does not replace in any case George Lakoff's book. Lakoff explains how useful framing techniques could be for progressives in order to counter conservatives arguments.