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Sommario/riassunto	This ebook consists of a summary of the ideas, viewpoints and facts presented by Mark Halperin and John F. Harris in his book "The Way to Win: Taking the White House in 2008". 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 Mark Halperin's and John F. Harris' book. Halperin and Harris explain what separates the victors from the victims in the environment of modern presidential campaigns and he uses Clinton's and Bush' campaigns as examples.