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Sommario/riassunto	Author David Elliot Meyer was granted exceptional, behind-the-scenes access to the Brat campaign, allowing this perfect storm of voter discontent and election strategy failure to be told in remarkable detail. By bringing social science to bear on the political schadenfreude that was the coverage Eric Cantor's fall, the book looks at why so many of the pre-election analyses offered were just plain wrong and elucidates the reasons why politicians lose.