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Nota di bibliografia	Includes bibliographical references (p. 153-162) and index.
Nota di contenuto	Contents; Preface; Introduction: The Emerging Progressive Majority; Part One: Our Moment in History; Part Two: The Mechanics of Persuasion; Part Three: The Progressive Toolbox; Conclusion: An Action Plan for Activists; Resource: Survey Research; Notes; Index; Acknowledgments; About the Author; About the Center for Policy Alternatives;
Sommario/riassunto	Shows how the 3 core progressive values - Freedom, Opportunity, Security - define the collective aspirations that drive the American nation, and how progressives can use this framework of values to communicate with "persuadable" voters.