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Sommario/riassunto	African Americans have long been the backbone of the Democratic Party. Yet, the rise of Donald Trump, with his radical Republican stance, did not diminish their support for him compared to previous Republican candidates. This book analyzes an intriguing question: Why are some African American voters not deterred by Trump's rhetoric? Exploring a new theory, the book argues that Black Trump voters have varying degrees of attachment to Black identity. Those with weaker ties

to Black identity are less likely to conform to the expected political behavior of their community. Instead, their primary identity, often Christianity, guides their voting decisions. This shift in identity prioritization leads them to support the Republican Party, regardless of the candidate. This book provides a fresh perspective on race, identity, and political allegiance in contemporary America. It will appeal to students, scholars, and researchers of political science in general and electoral studies in particular. .

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