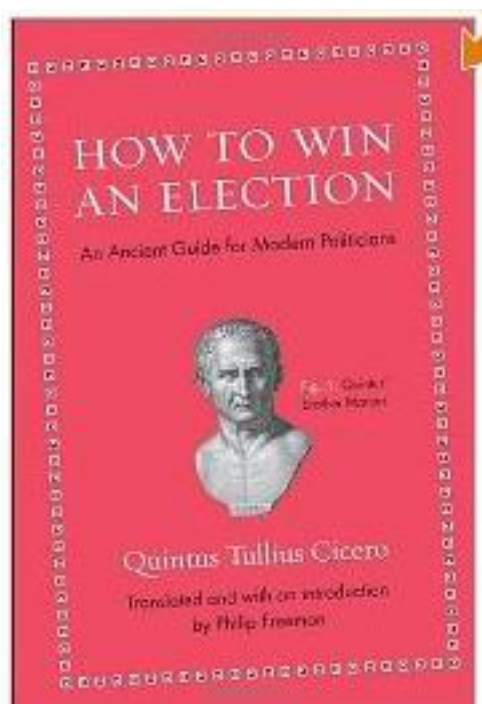


How to Win an Election



[How to Win an Election_ 下载链接1](#)

著者:Quintus Tullius Cicero

出版者:Princeton University Press

出版时间:2012-2-3

装帧:Hardcover

isbn:9780691154084

How to Win an Election is an ancient Roman guide for campaigning that is as up-to-date as tomorrow's headlines. In 64 BC when idealist Marcus Cicero, Rome's greatest orator, ran for consul (the highest office in the Republic), his practical brother Quintus decided he needed some no-nonsense advice on running a successful campaign. What follows in his short letter are timeless bits of political wisdom, from the importance of promising everything to everybody and reminding voters about the sexual scandals of your opponents to being a chameleon, putting on a good show for the masses, and constantly surrounding yourself with rabid supporters. Presented here in a lively and colorful new translation, with the Latin text on facing pages, this

unashamedly pragmatic primer on the humble art of personal politicking is dead-on (Cicero won)--and as relevant today as when it was written.

A little-known classic in the spirit of Machiavelli's Prince, How to Win an Election is required reading for politicians and everyone who enjoys watching them try to manipulate their way into office.

作者介绍:

目录:

[How to Win an Election_ 下载链接1](#)

标签

政治

古罗马

brothers

Q.Cicero

Latin

Classics

Cicero

评论

有条推荐竟然是Karl Rove写的。。。原文粗看了一下，翻译得比较自由。

两千年前的竞选理论，放在现在仍然一针见血，因为政治的本质和人性不曾改变。不知道是不是因为从拉丁语翻译成英语的原因，整本书的语言及其简单明了。

经典的政治智慧

[How to Win an Election_ 下载链接1](#)

书评

[How to Win an Election_ 下载链接1](#)