

The Political Brain

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THE ROLE OF EMOTION IN DECIDING
THE FATE OF THE NATION

DREW WESTEN

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Through a bravura tour of American political leaders and their appeals to the electorate, Drew Westen shows that Americans don't vote with their heads but with their hearts--and that Democratic politicians had better wise up in their approach. The Political Brain is a serious and groundbreaking investigation into the role of emotion in deciding the outcome of elections. It looks at data across several presidential elections from the 1950s through 2000, examines the evidence for the role of emotion in driving voting behavior, and provides a "clinical" view of a number of campaign ads, debate lines, and personal profiles of the candidates who have sought to win our hearts.

作者介绍:

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美国

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理论

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评论

能够控制你选择的不止有理性，还有不理智的感性

学会和选票（一般大众心理）对话。

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