



Buck Up, Suck Up . . . and Come Back When You Foul Up: 12 Winning Secrets from the War Room

James Carville, Paul Begala

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The political strategists who directed the Clinton campaign's War Room reveal the lessons and secrets from their hard-fought battles -- and how to use these highly effective strategies for success in business and everyday life.

James Carville and Paul Begala have waged political war all across America and on three continents. They've won some of the most spectacular political victories of the twentieth century and lost a few campaigns too. Along the way, they've learned a few lessons. Some sound simple, like "Never Quit," some comic, like "Kiss Ass," and some are more complicated and nuanced, like "Strategy Ain't Tactics." But each lesson contains tried-and-true wisdom, illustrated with colorful stories from long political experience:

- Find out how Carville's mother used a bass boat to "frame the debate" in selling encyclopedias.
- Learn the War Room tricks for sharpening your message and delivering the perfect sound bite.
- Discover what success secret Hillary Rodham Clinton and Tom DeLay share.
- And much more.

Whether you are a senior executive or a secretary, a political junkie or the president of the United States, the rules to live by can be found in *Buck Up, Suck Up...and Come Back When You Foul Up*.

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