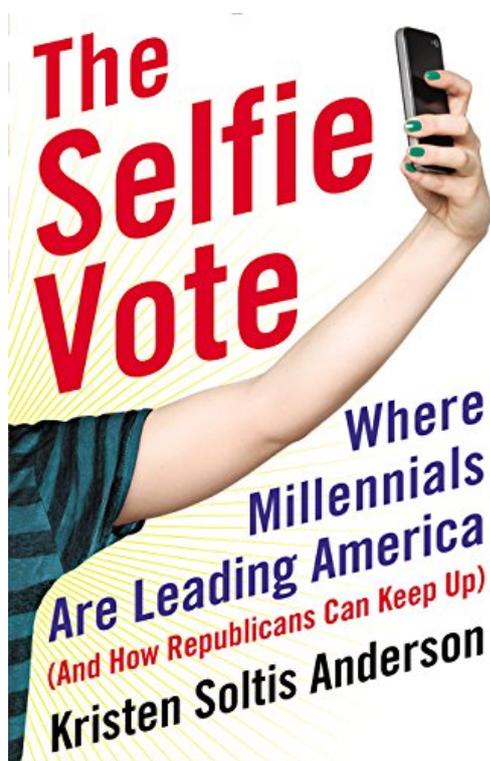


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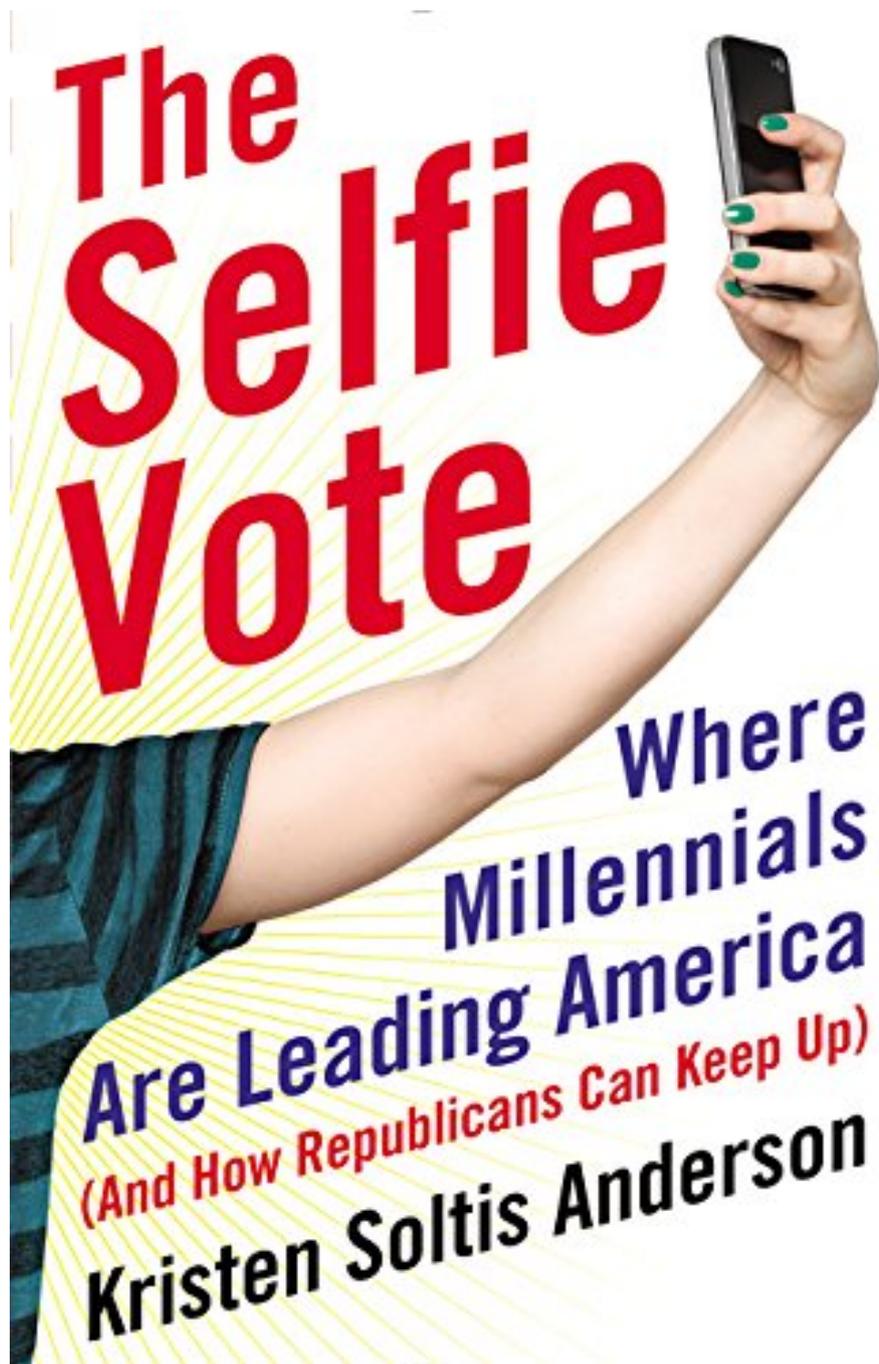
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Review

“Anyone who wants to understand how Millennials are reshaping the political balance of power won’t find a more engaging or insightful tour guide.” (Ronald Brownstein, Editorial Director, Strategic Partnerships)

“As Kristen Soltis Anderson vividly demonstrates in these pages, growing up in a more urban, diverse, and entrepreneurial America has shaped the worldview of younger Americans in surprising and powerful ways, and this has enormous implications for our political future.” (Reihan Salam, executive editor of National Review)

“Anderson has written a fresh and compelling portrait of the Millennial generation. Fluent in polling, politics, and policy, she makes a strong case that Republicans can attract young people by applying conservative principles to modern problems. Her knowledge of changing demography and voter analytics makes her insights especially valuable.” (Karlyn Bowman, Senior Fellow, American Enterprise Institute)

From the Back Cover

Whether it's the rise of craft beer and ride-sharing apps, the decline of unions, or the emergence of selfies, cultural and consumer trends that define the millennial generation can tell us surprising things about where America—and the Republican Party—is heading.

The American electorate is undergoing a radical and rapid transformation, and politicians are struggling to keep up with the changes. Cultural shifts and emerging technologies are reshaping how a new generation of voters considers issues, and are providing new avenues for voter contact and persuasion. Luckily, we have Kristen Soltis Anderson to explain how these converging developments are revolutionizing the science of elections and American politics in general.

In *The Selfie Vote*, Anderson, a pollster and political consultant, examines how these hot-topic trends are influencing the way America votes. Blending observations from focus groups with personal stories and

polling results, she introduces us to tech-savvy political consultants and shows how these young, cutting-edge campaign operatives are using data mining and social media to transform electoral politics.

Just as data analytics have reshaped the consumer landscape, they have also made it possible for political campaigns to know you as a consumer—not just that you are a Democrat, or that you live on Spruce Street, or that you voted in the last presidential election. They can know if you like technology; if you have high-end culinary tastes; if you have a gun; if you like to knit; and, as a result, they can make very good educated guesses about if and how you'll vote.

Today's campaign consultants are poring over your purchasing history and mining your Facebook page for clues to your values and preferences. And for each of these relatively minor lifestyle or consumer choices people make, there are bigger ones—the decision to own a home, go to church, buy a car, join a union, invest in stocks, get married—that speak volumes about who we are and what we value and believe. Following these trends can tell us a lot about where our nation's politics are heading.

The best operatives take a page from advanced marketing techniques. That piece of campaign mail you got last week talking about how a particular candidate slashed education funding? Your next door neighbors probably didn't get the same brochure.

Anderson's illuminating, fact-based, and highly readable book busts established myths about campaigns and elections while offering insights into what's ahead—and what it will mean for the future of American politics.

About the Author

Kristen Soltis Anderson is the cofounder of Echelon Insights, a public opinion and data analytics firm that helps campaigns and companies design their messages and strategies. She is a contributor at the Daily Beast, and was named one of Time magazine's "30 Under 30" in 2013. She also served as a fellow at Harvard's Institute of Politics. She lives in Washington, DC.

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