



Going Red: The Two Million Voters Who Will Elect the Next President--and How Conservatives Can Win Them

Ed Morrissey

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The 2016 election is conservatives' last, best chance to take back the country. How can they win?

The answer, conservative columnist and analyst Ed Morrissey says, depends on seven battleground counties in swing states Republicans must win. Each county pulled for Obama in one or both of the last two elections, but after eight years of misadventures under the Obama administration, the door is open for Republicans to win them—and the presidency—once again, making a decisive mandate against progressivism for the generation to come.

In *Going Red*, Morrissey takes readers inside the battlegrounds that will decide the election, weaving together data and the stories of people and leaders in these communities to answer the most pressing questions facing conservatives in 2016:

- What went wrong in 2008 and 2012, and how can the party do better in 2016?
- Can Republicans take back crucial swing states like Florida, Ohio, and Virginia?
- Is a Hillary Clinton victory *really* inevitable?
- How can conservatives reverse their track record with minorities and young voters?

Providing an unparalleled look into the campaign and the thinking of experts from both parties, *Going Red* is a field guide for taking back the White House and an essential book for anyone who cares about the fate of the Right.

From the Hardcover edition.

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