

Reason: Why Liberals Will Win the Battle for America

Robert Reich, 2004 (272 pages)

Progressive Book Club review by Juley Welch October 1, 2014

o **PASSION**

- o Liberals need passion. Messaging is important.
- o Un-demonize the demonized. Confront divisiveness.
- o Liberals have to claim the populist mantle.

o **ORGANIZATION**

- o Voters must push for things to get done
- o The Democratic Party needs to be re-awakened - populist ideals

o **SHAM OF CENTRISM**

- o Need government to work better
- o Many still view Democrats as crazies in the 60s
- o Must have fervor - not just politeness. Need to be buoyant/convincing

o **GROUND TROOPS**

- o Liberals must become more directly involved in politics, in unions, and in cleaning the system up
- o Many are fed up with comotose Democrats
- o We need fire in our bellies and to go back to Progressive values that this country was founded on

Appendix A Provides polls on a wide variety of issues and these polls clearly show that liberal/progressive values reflect the values of Americans