



The Revolution Will Not Be Televised

Joe Trippi

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When Joe Trippi signed on to manage Howard Dean's 2004 presidential campaign, the long-shot candidate had 432 known supporters and \$100,000 in the bank. Within a year the most obscure horse in the field was the front-runner, with \$50 million in the campaign till, thanks to Trippi and his team. *The Revolution Will Not Be Televised* is the incredible story of how Joe Trippi's revolutionary use of the Internet forever changed politics as we know it. Trippi's memoir cum manifesto offers a blueprint for engaging Americans in real dialogue—and is an instruction manual for how businesspeople, government leaders, and anyone else can make use of democracy. In a new afterword, Trippi reviews how these lessons have influenced the 2008 campaign, a race marked by higher voter interest than any other in recent history.



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