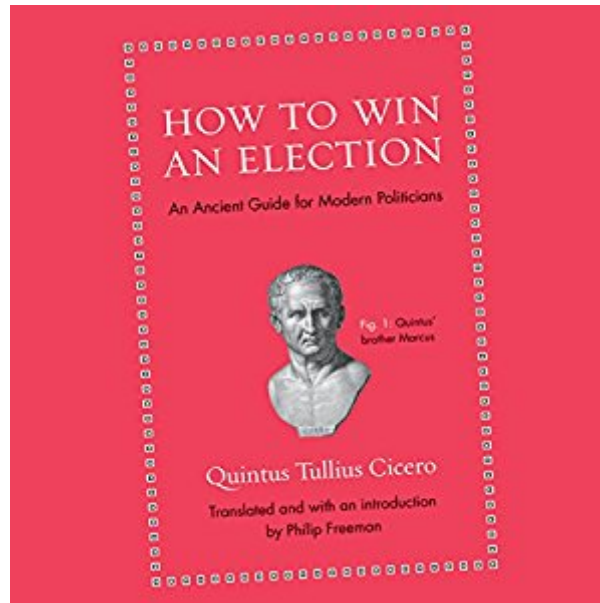


The book was found

# How To Win An Election: An Ancient Guide For Modern Politicians



## Synopsis

How to Win an Election is an ancient Roman guide for campaigning that is as up-to-date as tomorrow's headlines. In 64 BC when idealist Marcus Cicero, Rome's greatest orator, ran for consul (the highest office in the Republic), his practical brother Quintus decided he needed some no-nonsense advice on running a successful campaign. What follows in his short letter are timeless bits of political wisdom, from the importance of promising everything to everybody and reminding voters about the sexual scandals of your opponents to being a chameleon, putting on a good show for the masses, and constantly surrounding yourself with rabid supporters. Presented here in a lively and colorful new translation, with the Latin text on facing pages, this unashamedly pragmatic primer on the humble art of personal politicking is dead-on (Cicero won)--and as relevant today as when it was written. A little-known classic in the spirit of Machiavelli's Prince, How to Win an Election is required reading for politicians and everyone who enjoys watching them try to manipulate their way into office.

## Book Information

Audible Audio Edition

Listening Length: 1 hour and 5 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: September 19, 2012

Language: English

ASIN: B009D9ZFMW

Best Sellers Rank: #52 in Books > Audible Audiobooks > History > Ancient #91 in Books > Audible Audiobooks > Politics & Current Events > Political History & Theory #188 in Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Elections

## Customer Reviews

This book has received some good publicity recently, and because it sounded very interesting I ordered a copy for myself. I have enjoyed reading it very much and it has proven to be interesting and informative for several reasons. First, it provides a fresh translation of the letter written in 64 BC to Marcus Tullius Cicero, then 42 years old, from his younger brother Quintus. This has previously been translated and published - for example, it was included in volume 462 of the Loeb Classical Library (Cicero: Letters to Quintus and Brutus. Letter Fragments. Letter to Octavian. Invectives.

Handbook of Electioneering; D. Letters) where the title was stated as "The Handbook of Electioneering". I don't possess any other translations of this particular work, but I can say that this translation by Freeman is enjoyable to read and puts the work into our current (American) English in a way that works very well (and when I compare it to the Loab translation mentioned previously, using 's "Look Inside" feature, I strongly prefer Freeman's translation to the Loab interpretation). It reads like a contemporary letter from one brother to another, and avoids the kind of awkwardness that frequently results in translated works when the translator sometimes tries to make a more literal substitution of the grammar or usage of 2000 years ago. Freeman provides a glossary at the end of the book which further explains some of the terms that he has translated into a suitable modern equivalent.

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