



Political Manipulation: The World of Spin (Influence and Persuasion)

Philip Steele

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On Thursday 30 September 2004, two men stood under the television lights in Florida. That American state had recently been battered by hurricanes, but another story led the news broadcasts. The Republican President of the USA, George W. Bush, was taking part in the first televised public debate with his rival in the forthcoming presidential election, Democratic contender John Kerry. The winner in that election would become the most powerful person in the world, whose chosen policies would affect the lives not just of Americans but of countless others. What would be said in Florida that night was of great importance.

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