

2016 and Beyond: How Republicans Can Elect a President in the New America By Whit Ayres -- Charlie Cook Editor and Publisher Cook Political Report --///-- Society is changing at unprecedented speeds and these changes are having dramatic effects on the American political landscape. --///-- Leading GOP pollster Whit Ayres draws upon 30 years of campaign experience and data-driven research from his own firm and that of other highly-respected polling organizations to deliver this insightful commentary. The result is a fascinating and highly readable exploration of how new candidates new messages and a new tone are needed for Republicans to win the presidency in the New America. In this engaging and accessible book he's produced an intriguing roadmap to this new landscape that should be essential reading for any Republican who wants to win back the White House in 2016; any Democrat who wants to stop them; and anyone else who wants to understand the evolving political dynamics of a rapidly changing America. I don't agree with every idea in this book; but in a political party that has to attract some 70 million votes in 2016 to elect a Republican president it is silly to think everybody would agree on everything. -- Governor Haley Barbour Former Chairman Republican National Committee and Republican Governors Association --///-- Read this book and you will be alarmed: Our Republican Party is running out of voters. Whit Ayres makes a frighteningly urgent case that in an increasingly diverse America we Republicans have to broaden the appeal of our principles to Hispanic and minority voters millennials and women or the GOP will soon go the way of the Whigs. -- Steve Hayes Weekly Standard and FOX News 2016 and Beyond: How Republicans Can Elect a President in the New America NiaveIf economic trends now in place continue how will Republicans counter that? Not a word in this book pertaining to the most vital issue of them all,

Whit Ayres provides both a diagnosis of the GOP's problems and a prescription for the cure, In plain language with do's and don'ts for Republican candidates and campaigns Ayres has written the best analysis of current American politics I have read in years: 2016 and Beyond explores public opinion on hot-button issues like immigration health care gay rights abortion national security taxes and spending and the role of government: With unsparing honesty 2016 and Beyond explains how GOP candidates must adapt to these changes to win the presidency without compromising Republican principles, --///-- 2016 and Beyond belongs in the arsenal of any political junkie candidate or student of the game. --///-- For years no Republican has thought more deeply than Whit Ayres about the implications for his party of the demographic and cultural changes remaking America, -- Ron Brownstein National Political Reporter National Journal --///-- Dr, Whit Ayres is one of the brightest stars in our party and this book will show you why his is such a respected influential voice. Ours is a big broad diverse party and we can't let purity be the enemy of victory, org --///-- Whit Ayres is among the smartest thinkers in American politics: 2016 and Beyond is a must read for GOP candidates campaign operatives political journalists and anyone who wants to understand American politics today: Where I agree with him I'm reassured; in the rare places I disagree I worry that I'm wrong. 2016 and Beyond: How Republicans Can Elect a President in the New America



WHIT AYRES



. -- Alex Castellanos Founder NewRepublican. Move this book to the top of your priority reading list