



How To Be Right: The Art of Being Persuasively Correct

Greg Gutfeld

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It's not enough to be right, these days—especially when you're not left.

To survive, the right must learn how to express nonliberal principles as effectively as possible, and persuade others of their point of view. It is an art that demands patience, research, humor, understanding, creative thinking, learning from your opponent and even mimicking their tactics.

In *How to Be Right: the Art of Being Persuasively Correct*, Gutfeld reveals the strategies that have helped him keep a steady job for almost three decades. From “Discard Your Outrage” and “Outcompassion Them” To “Find the Right’s Obama” and “Use your Mom,” Gutfeld gives readers the tools they’ll need to argue, influence, and convince their friends, family and foes throughout the 2016 election cycle.

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