



All's Fair: Love, War and Running for President

By Mary Matalin, James Carville

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Never before has a more revealing X ray been taken of the modern American presidential campaign than this compelling memoir of the nation's foremost political operatives, Democrat James Carville and Republican Mary Matalin. Not since Theodore White's legendary Making of the President series has a book on presidential campaigns so intimately recounted the power plays and clandestine maneuvers that are at the heart of American political dueling. James Cherville and Mary Matalin, themselves the key players at the center of the political battles and election headlines that gripped America, tell in candid, stunning detail of the day-by-day pressures, near disasters, and triumphs of campaign life; they take the reader deeper than ever before into the art of getting a president elected.

For anyone interested in politics and the way our nation chooses its leaders, *All's Fair* is a vital resource, and the most telling guide available to the inner workings of today's partisan conflict.

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Editorial Review

Amazon.com Review

He's a little bit country, she's a little bit rock and roll. He's a lot Democrat, she's a lot Republican. The Donny and Marie of politics display a revealing x-ray of the presidential campaign. James Carville and Mary Matalin, themselves key players at the center of the political battles and election headlines that gripped America, tell in candid, stunning detail the day-by-day pressures, near disasters, and triumphs of campaign life.

From Library Journal

The economy, stupid. Bimbo eruptions. Chicken George. These and other highlights of the 1993 presidential campaign are recounted here by those who crafted these buzzwords, or at least gave them the most "spin." Bush campaign director Matalin and Clinton strategist Carville intrigued the world with their cross-party-and-some say heretical-dating during the campaign, but upon reading this book, you understand the sparks. Both are colorful and ambitious, and both love the rather arcane world of top-level political campaigning. However, there's little of their romance here (they married after the election). Their memoir is more a juicy compendium of political insider info. We learn how both campaigns felt about Ross Perot; whether Clinton is really as testy as Bob Woodward says (Carville briefly describes Clinton's habit of SMO, or Standard Morning Outburst); and what Barbara Bush is really like (she's the only one who could stop the Bush campaign team from its ingrained swearing). Still, it's hard not to suspect most of the testimony here-after all, these people are paid to "stay on the message," even if it's untrue. An ominous testament to the rise of "handler" style over substance, this book is for all political collections.

--Judy Quinn, formerly with "Library Journal"

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Review

Robert Schmuhl *The Philadelphia Inquirer* The ultimate insider tale...takes the reader inside a presidential campaign as no other book has....Engrossing.

Peter Robinson *San Francisco Chronicle* Fascinating reading, conveying the intensity that presidential campaigns entail.

Walter Shapiro *Time* A ruggedly honest look at the work and life of political operatives.

Gregory M. Lamb *Christian Science Monitor* Solid insights into real-life American politics. Readers who want to know how big-time political campaigns really operate get an inside look.

Users Review

From reader reviews:

Eden Davis:

Now a day people that Living in the era wherever everything reachable by talk with the internet and the resources inside can be true or not call for people to be aware of each facts they get. How individuals to be smart in obtaining any information nowadays? Of course the answer is reading a book. Reading a book can

help folks out of this uncertainty Information especially this All's Fair: Love, War and Running for President book since this book offers you rich data and knowledge. Of course the information in this book hundred pct guarantees there is no doubt in it you know.

Dorothy Shuler:

Spent a free time for you to be fun activity to try and do! A lot of people spent their sparetime with their family, or their very own friends. Usually they doing activity like watching television, gonna beach, or picnic in the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your current free time/ holiday? May be reading a book can be option to fill your cost-free time/ holiday. The first thing that you ask may be what kinds of reserve that you should read. If you want to attempt look for book, may be the guide untitled All's Fair: Love, War and Running for President can be good book to read. May be it can be best activity to you.

Bertha Chang:

People live in this new moment of lifestyle always make an effort to and must have the extra time or they will get great deal of stress from both everyday life and work. So , when we ask do people have spare time, we will say absolutely of course. People is human not really a huge robot. Then we inquire again, what kind of activity have you got when the spare time coming to anyone of course your answer may unlimited right. Then do you try this one, reading publications. It can be your alternative throughout spending your spare time, the particular book you have read is actually All's Fair: Love, War and Running for President.

Randolph Urban:

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