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What Americans Really Want...Really: The Truth About Our ...

In his latest book, \"What Americans Really Want\"Really: The Truth About Our Hopes, Dreams, and Fears\" (featuring an updated preface for this new paperback edition) Luntz drills deep into

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the collective psyche of the American consumer to extract data that reveals what the public wants right now.

What Americans Really Want...Really: The Truth About Our ...

The subtitle of the book is The Truth About Our Hopes, Dreams, and Fears, and as the title spells out, the book explains what Americans want. Pretty basic concept, and an important thing to know for those in the business of marketing and selling things. All of the chapters won't be pertinent to everybody, but some that should have widespread application are "What Americans Really Want in Their Daily Lives," The Five Things That Matter Most," and "The 2020 Generation."

What Americans Really Want...Really: The Truth About Our ...

What Americans Really Want...Really is a real, if sometimes scary, discussion of Americans' secret hopes, fears, wants, and needs. The research in this book represents a decade of face-to-face interviews with twenty-five thousand people and telephone polls with one million more, as well as the exclusive, first-ever "What Americans Really Want" survey.

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What Americans Really Want...Really is a real, if sometimes scary, discussion of Americans' secret hopes, fears, wants, and needs. The research in this book represents a decade of face-to-face interviews with twenty-five thousand people and telephone polls with one million more, as well as the exclusive, first-ever "What Americans Really Want" survey.

What Americans Really Want...Really by Dr. Frank I. Luntz ...

Frank Luntz talked about his book [What Americans Really Want...Really: The Truth About Our Hopes, Dreams, and Fears] (Hyperion; September 15, 2009), which explores the five things people want most

[What Americans Really Want...Really] | C-SPAN.org

What working-class Americans really want. Opinion by Jim McDermott. ... American capitalism in the past 40 years has overvalued capital and devalued the dignity of work. That needs to be corrected.

What working-class Americans really want (opinion) - CNN

So, I was anxious to read What Americans Really Want...Really, and I think it's also a great book for marketers. The subtitle of the book is The Truth About Our Hopes, Dreams, and Fears, and as the title spells out, the book explains what Americans want.

Amazon.com: Customer reviews: What Americans Really Want ...

WHAT AMERICANS REALLY WANT...REALLY BOOK PRE-ORDER FORM Frank Luntz will be signing copies of his book, What Americans Really Want...Really, following his presentation on Saturday, May 22. Return the completed form below to reserve your copy.

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Excerpted from: WHAT AMERICANS REALLY WANT by Dr. Frank I. Luntz * * * * * According

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to Dr. Luntz, the five core attributes define what Americans really want. 1. More money. Financial success has always been the highest priority for American men, but with the economic downturn it has leapt to the top among American women as well.

The 5 things that Americans really want | The Homa Files

What Americans Really Want...Really is a real, if sometimes scary, discussion of Americans' secret hopes, fears, wants, and needs. The research in this book represents a decade of face-to-face interviews with twenty-five thousand people and telephone polls with one million more, as well as the exclusive, first-ever 'What Americans Really Want' survey.

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Frank Luntz advises Fortune 500 clients and has worked for politicians Rudolph Giuliani, Michael Bloomberg and Newt Gingrich. His latest book is "What Americans Really Want... Really: The Truth...

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