



Predicting the Next President: The Keys to the White House

Allan J. Lichtman

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Think that Richard Nixon lost the 1960 presidential election because he sweated on TV? Or that John Kerry was “swiftboated” out of the presidency in 2004? Think again! In *Predicting the Next President* political analyst and historian Allan J. Lichtman presents thirteen historical factors, or “keys” (four political, seven performance, and two personality), that determine the outcome of presidential elections. In the chronological, successful application of these keys to every election since 1860, Lichtman dispels much of the mystery behind electoral politics and challenges many traditional assumptions. An indispensable resource for political junkies who want to get a head-start on calling Decision 2012.

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