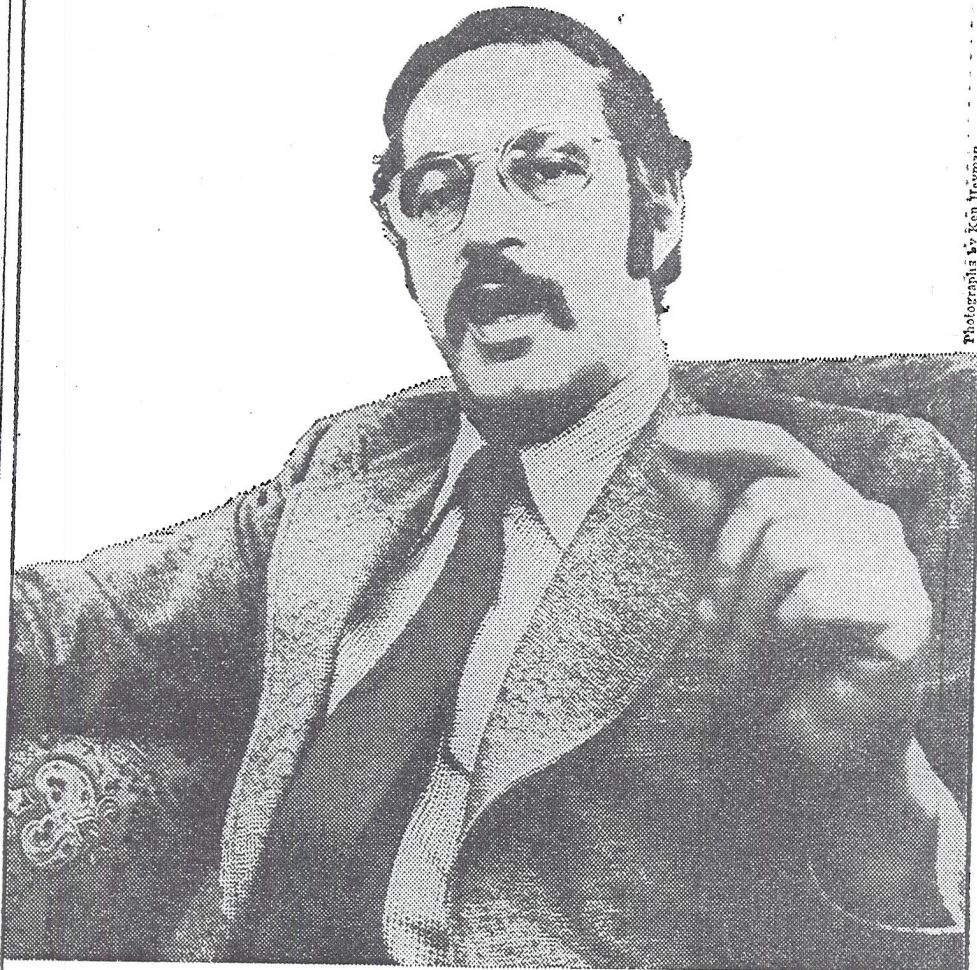


**“My business is  
electing candidates,”  
says Joe Napolitan.  
“I don’t know anything  
about government.”**



Photograph by Ken Freeman

A few months after the 1968 Presidential election, Hubert Humphrey was asked what he could have done to win the election. His answer:

“Get hold of Joe Napolitan sooner.”

Joseph Napolitan is a new kind of businessman — a political consultant — and he is at the top of his field.

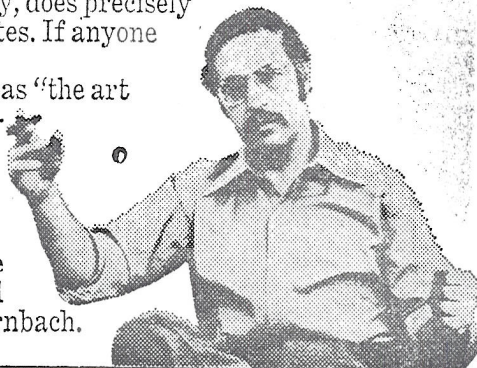
**THE ELECTION GAME** is his frank, often brazen account of his business

methods, and as Maryland Governor Marvin Mandel writes: “It is quintessential Napolitan — tough, honest, lucid, analytical, decisive, opinionated, relentlessly practical yet laced with a lifetime’s romance with politics and politicians... If, as Joe Napolitan writes, Machiavelli was the *first* new politician, then surely, Joe Napolitan must be the *second*.”

## Electronic campaigning and the New Politics.

"We hear a lot about 'packaging candidates.'" says Napolitan. "Television, used properly, does precisely the opposite: It unpackages candidates. If anyone is 'packaged' it is the voter."

Napolitan defines the new politics as "the art of communicating a candidate's message directly to the voter without filtering it through the party organization." Frequently, he doesn't even like filtering it through ad agencies. One of the first things he did in Humphrey's 1968 Presidential campaign was to fire Doyle Dane Bernbach.



## How to beat Nixon in 1972, Napolitan-style.

McGovern, Muskie, Humphrey, or any other Democrat can beat Nixon, says Napolitan. But a few weeks ago, when he told the Democratic Governors' Caucus exactly how it could be done, the governors made newspaper headlines by censuring him. The governor of South Dakota said he "would have nothing to do with this stupid idea." We'll see.



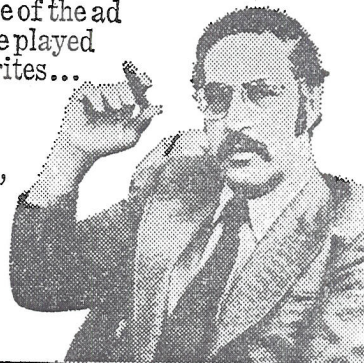
Napolitan's nine point plan to defeat Richard Nixon involves some negative thinking, imaginative use of polls and media, and a running start. It's explained in convincing detail in the last chapter of *THE ELECTION GAME*. And Napolitan adds a final point (one the Democrats have no control over): "I wish Attorney General John Mitchell would run Nixon's campaign again," he says. "Anyone who can manage Nixon from a fifteen-point lead to a seven-tenths-of-a-point in seven weeks, as Mitchell did in 1968, is too good a friend to lose."

## The realpolitik of Joe Napolitan.

Reviewing *THE ELECTION GAME* in *New York* magazine, David Broder writes: "If there's a better 'inside' book on the techniques of electronic campaigning, I don't know what it is. *THE ELECTION GAME* is going to infuriate some of the ad agency people, some of the candidates who have played a part in the campaigns of which Napolitan writes...

Given a choice between the phony posturing of elective officials... and the *realpolitik* of Joe Napolitan, I sure as hell prefer Napolitan."

"Every technique in the book is in this book," says *Business Week*. "Any voter who wants to understand the dimensions of modern political salesmanship will find that Joe Napolitan has marked them out in *THE ELECTION GAME... AND HOW TO WIN IT.*"



# THE ELECTION GAME and how to win it JOSEPH NAPOLITAN

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at all booksellers now.

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