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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 "

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(featuring an updated preface for this new paperback edition) Luntz drills deep into 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

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The What Americans Really Want...Really: Revised Edition ... All Americans will tell you that they are for energy conservation, but what they really mean is that they want to live exactly as they do now, but they

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want their cars and appliances to make more efficient use of  
And Fear's Frank Luntz

What Americans Really Want...Really: The... book by Frank ...

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,



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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

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Excerpted from: WHAT AMERICANS

REALLY WANT by Dr. Frank I. Luntz \* \*

\* \* \* According to Dr. Luntz, the five

core attributes define what

Americans really want. 1. More

money. Financial success has always

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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  
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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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