
HOW DID THE REPUBLICANS FARE BASED ON THEIR SLOGANS



Many politicians have interesting tactics for their campaigns success but the most common are campaign slogans and promises of actions in office. Although these are common to almost all candidates they rarely ever have any actual meaning. Most campaign slogans are somewhat of a gimmick, the equivalent of a hook in a story. Al Ries rates all the Republican presidential hopefuls based on their slogans.

Read the original article here: [Just Words? Rating the Republican Nominees on Their Slogans](#)

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