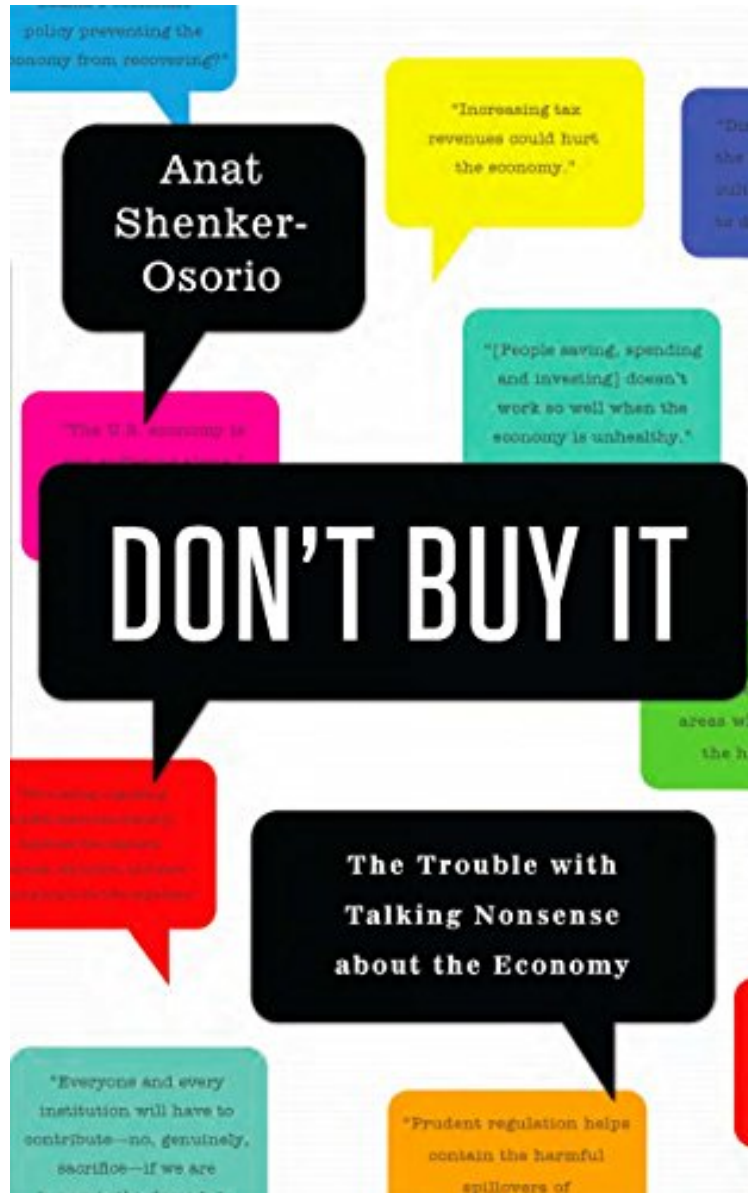


# Don't Buy It: The Trouble with Talking Nonsense about the Economy

Anat Shenker-Osorio

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Anat Shenker-Osorio : Don't Buy It: The Trouble with Talking Nonsense about the Economy before purchasing it in order to gage whether or not it would be worth my time, and all praised Don't Buy It: The Trouble with Talking Nonsense about the Economy:

4 of 4 people found the following review helpful. Fantastic breakdown of Economic Messaging and the manipulative

corruption enabled by language

By Mario Shenker-Osorio breaks down the language used to describe the economy, explaining the impacts each metaphor, analogy and word choice has on how the American Public reacts. She provides a how-to manual for honest discourse that clearly makes the case for progressive economic policy as the best path for America. Every Democrat/Progressive (really every American) should read this book and be a part of the solution - if we all reject the corrupt language used to manipulate our behavior solely to benefit the 1% and instead push honest and clear messages, we will collectively make the economy stronger and drive the nation to better policies. Highly recommended for anyone who engages in public speaking, particularly in a political context, even if they don't deal with economic policy. The lessons contained in this book will aid you in your efforts to effectively and honestly communicate and advocate about a wide variety of topics/issues.

2 of 2 people found the following review helpful. A Toolbox For Economic Justice

By BrainyGirl

Most Americans don't know a lot about economics. Fixing that is not the aim of this book. What it does aim to address is the way politicians and corporate media take advantage of that general ignorance to advance policy which benefits the very few at the expense of the majority of Americans. The author does a great job of deciphering the rhetoric that permeates our economic debate and gives activists and citizens effective tools to re-frame the case for economic equality and justice in terms that resonate with American voters.

0 of 0 people found the following review helpful. Must read for communicators

By Tom Hartney

As a communicator at a development NGO this book has challenged many of my assumptions about how we should talk about inequality and the economy. It also provides a useful model for analysing the efficacy of the various metaphors we use to talk about development issues. Highly readable and highly recommended.

After everything that's happened, how is it possible that conservatives still win debates about the economy? Time and again the right wins over voters by claiming that their solutions are only common sense, even as their tired policies of budgetary sacrifice and corporate plunder both create and prolong economic disaster. Why does the electorate keep buying what they're selling? According to political communications expert Anat Shenker-Osorio, it's all about language—and not just theirs, but ours.

In *Don't Buy It* Shenker-Osorio diagnoses our economic discourse as stricken with faulty messages, deceptive personification, and, worst of all, a barely coherent concept of what the economy actually is. Opening up the business section of most newspapers or flipping on cable news unleashes an onslaught of economic doomsaying that treats the economy as an ungovernable force of nature. Alternately, by calling the economy “unhealthy” or “recovering”; as we so often do, we unconsciously give it the status of a living being. No wonder Americans become willing to submit to any indignity required to keep the economy happy. Tread lightly, we can't risk irritating the economy!

Cutting through conservative myth-making, messaging muddles, and destructive misinformation, Shenker-Osorio suggests a new way to win the most important arguments of our day. The left doesn't have to self-destruct every time matters economic come to the fore—there are metaphors and frames that can win, and Shenker-Osorio shows what they are and how to use them.

*Don't Buy It* is a vital handbook for seizing victory in the economic debate. In the end, it convincingly shows that radically altering our politics and policies for the better is a matter of first changing the conversation—literally.