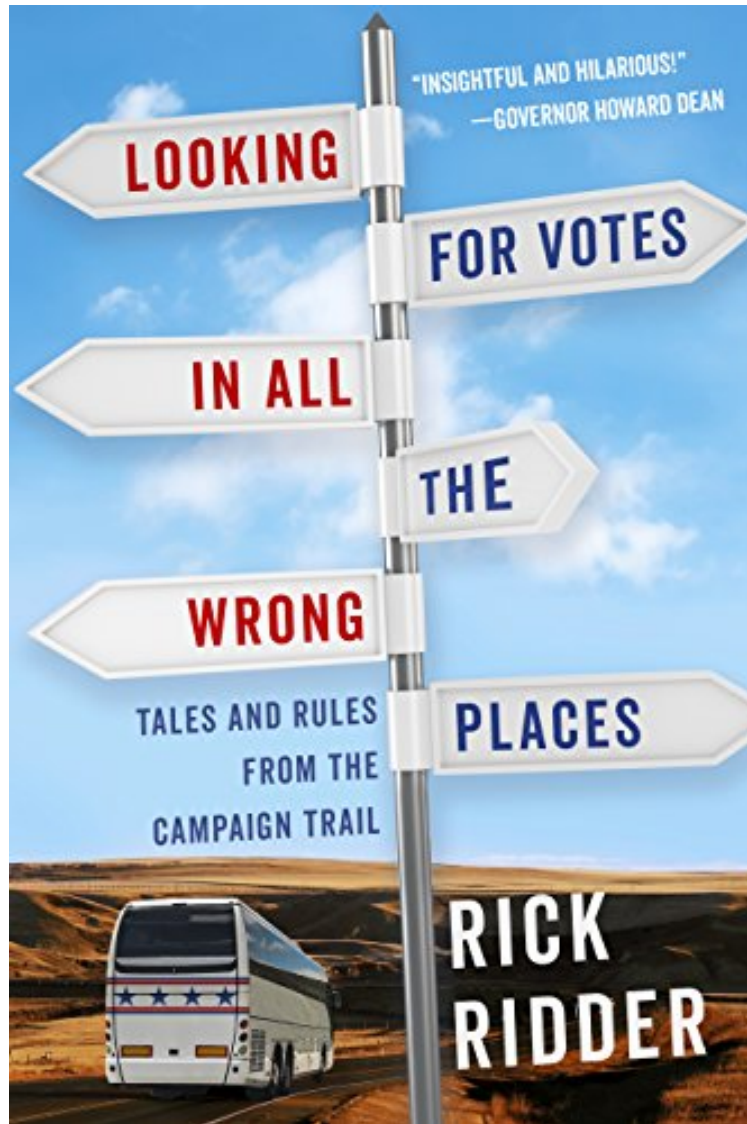


Looking for Votes in All the Wrong Places: Tales and Rules from the Campaign Trail

Rick Ridder

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Rick Ridder : Looking for Votes in All the Wrong Places: Tales and Rules from the Campaign Trail before purchasing it in order to gauge whether or not it would be worth my time, and all praised Looking for Votes in All the Wrong Places: Tales and Rules from the Campaign Trail:

0 of 0 people found the following review helpful. A Must Read For All You Political Junkies By Julie Roche Rick Ridder knows how to tell a story and for this political junkie Looking for Votes in All the Wrong Places definitely

satisfies with so many insider stories. I love the inner-workings of campaign politics and Rick tells it like it is. It is so much fun to follow him along memory lane and the many, many, campaigns he has to draw material from. During this incredibly tumultuous political time in our country, Rick's light-hearted look at the under-belly of campaign politics might just be what the doctor ordered. 0 of 0 people found the following review helpful. funny and entertaining By Andree N. Zelko Interesting book and point of view, funny and entertaining. 0 of 0 people found the following review helpful. an insightful and fun read By Alex A well structured book that humorously takes readers through the reality of a campaign. I found much of the advice doesn't just relate to the political world and will be taking some of the key learnings into the business environment. A fun read.

Rick Ridder, a long-time political strategist who has been called “a political version of Columbo,” has been at the center of some of America’s most epic political battles—everything from presidential death matches to the legalization of marijuana. In *Looking for Votes in All the Wrong Places*, Rick takes us on a whirlwind spin through his eventful career from the McGovern campaign to more recent candidates and causes. As he does so, he reveals his “22 rules of campaign management”—each one illustrated by entertaining, instructive, and mostly true stories from his own experiences. Among the unforgettable characters he presents are: - The state legislature candidate who said he’d win the election thanks to his international reputation as a judge in cat competitions. - The U.S. Senate candidate campaigning in a southern state who told the press, “I hate southern accents.” - A young Senator Al Gore who campaigned for President in 1988 by eating his way through New York City alongside Mayor Koch and ended up bonding with his opponent, Jesse Jackson, over high-school football. - The candidate’s wife who decided to celebrate the arrival of spring by traveling bare-breasted in a convertible on her way to a campaign event. - The mysterious South American candidate who just might have had a distinctive “negative” on his résumé: murder. - Julie Christie at the height of her fame and attraction, on her way to a private meeting with George McGovern. - Leonard Nimoy, good-naturedly trekking through rural Wisconsin in Rick’s own Jeep because Rick was still too young to rent a more appropriate vehicle. Ridder offers an unsparing, often hilarious self-portrait of the political guru as a young man, criss-crossing the country from one drafty campaign headquarters to the next, making mistakes and pulling rabbits out of hats, participating in practical jokes, wrangling temperamental celebrities, winning some elections and losing others. All the while, he has absorbed life and professional lessons like a sponge and developed into the trusted political veteran he is today. *Looking for Votes in All the Wrong Places* is a rare and enthralling backstage view of national and international politics over four decades—and an opportunity to spend time in the company of one of its most engaging operatives.

“Rick Ridder takes us on a hilarious ride along the campaign trail, from the Iowa caucuses to Italian hill towns. Along the way, he introduces us to every kind of candidate and campaign, from the earnest but misguided to the wildly undisciplined. Beneath the humor, Rick shares savvy and practical observations from the real world of politics.”
?ROSE KAPOLCZYNSKI, long-time California political consultant and campaign manager for Barbara Boxer’s campaigns “There is no doubt that Rick knows the rules of the road when it comes to campaigns. Anyone looking to work in politics should take Rick’s advice: work hard, ask questions, and don’t be afraid to say ‘yes, I’ll get in my car and drive through the night for the next job’—you never know where you’ll end up.”
?STEPHANIE SCHRIOCK, president of EMILY’s List “Rick Ridder is one of the most experienced and wryly thoughtful campaign operatives in the world and this book is both insightful and hilarious!”
?GOVERNOR HOWARD DEAN “There are so many fascinating elements to campaigns that the public never hears about. Incredible characters, plots, drama. Rick Ridder has seen and done it all. In the United States and around the world, Rick has compiled his stories into a riveting book that tells all and reveals what it is really like to be in the back room when the political deals are being cut.”
?MARK McKINNON, co-founder of No Labels, co-creator and co-host of *The Circus* “A political insider’s rollicking tales—wise, funny and insightful.”
?MERYL GORDON, author of New York Times bestseller *Mrs. Astor’s Regrets*
About the Author Rick Ridder is President and Co-Founder of RBI Strategies and Research. A former presidential campaign manager, Rick has been an advisor on numerous campaigns from local initiatives to U.S. Congress and international heads of state.