



Moral Politics: How Liberals and Conservatives Think, Third Edition

George Lakoff

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Moral Politics: How Liberals and Conservatives Think, Third **Edition**

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In this classic political psychology text, the first full-scale application of cognitive science to politics, George Lakoff analyzes the unconscious and rhetorical worldviews of liberals and conservatives, discovering radically different but remarkably consistent conceptions of morality on both the left and right. For this third edition, Lakoff adds a preface and an afterword elaborating upon his approach and extending it to recent ideologically based conflicts, such as the Affordable Care Act and global warming. For the third edition, we will be deleting the preface to the second edition and replacing it with "Preface to the Third Edition." We are, though, retaining the afterword to the previous edition with a new title: "Afterword, 2002." The new afterword will be called "Afterword, 2016."



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