



The Right Fights Back: Playbook 2012 (POLITICO Inside Election 2012)

Mike Allen , Politico

[Download now](#)

[Read Online](#) 

The Right Fights Back: Playbook 2012 (POLITICO Inside Election 2012)

Mike Allen , Politico

The Right Fights Back: Playbook 2012 (POLITICO Inside Election 2012) Mike Allen , Politico
Two of America's most perceptive political reporters join forces for an unprecedented behind-the-scenes look at the race for the White House in POLITICO's *Playbook 2012*, a series of four instant digital books on the 2012 presidential election. The first edition, *The Right Fights Back*, follows the campaign for the Republican presidential nomination.

The battle for the 2012 Republican presidential nomination promises to be one of the most hotly contested and closely fought in recent memory, as establishment Republicans, Tea Party favorites, and dark horse insurgents vie to take on President Obama in the November election. In *The Right Fights Back*, Mike Allen, chief White House correspondent for POLITICO, and Evan Thomas, the award-winning journalist and author of *Robert F. Kennedy* and *The War Lovers*, chronicle the dramatic events of this historic campaign as it unfolds.

With exclusive real-time reporting from the campaign trail, *The Right Fights Back* provides detail, color, and in-depth analysis that take readers beyond the hourly headlines and commentary. From the role of Super PACS and conservative interest groups to the clashes of personality and policy that will define the race to capture the GOP nomination, this is a history-as-it-happens account of the resurgent American right at the crossroads.

The Right Fights Back: Playbook 2012 (POLITICO Inside Election 2012) Details

Date : Published November 30th 2011 by Random House (first published January 1st 2011)

ISBN : 9780679645078

Author : Mike Allen , Politico

Format : ebook 78 pages

Genre : Politics, Nonfiction, History

 [Download The Right Fights Back: Playbook 2012 \(POLITICO Inside E ...pdf](#)

 [Read Online The Right Fights Back: Playbook 2012 \(POLITICO Inside ...pdf](#)

Download and Read Free Online The Right Fights Back: Playbook 2012 (POLITICO Inside Election 2012) Mike Allen , Politico

From Reader Review The Right Fights Back: Playbook 2012 (POLITICO Inside Election 2012) for online ebook

Drew says

Good overview of the presidential race leading up to the 2012 election. The authors paint a good picture of the personalities involved in the race. Delving deeper into the candidates themselves and the team dynamics behind the candidates than is possible in shorter news articles. These shorter eBooks are great ways to get analysis and insights out before they become irrelevant.

Ray says

This is a very short who's-who of those involved in the bid for the nomination for the 2012 Presidential election. Obama is mentioned, of course, from the Democratic side, but the more numerous candidates obviously are on the Republican side. The book describes the challengers, and their challenges in obtaining the nomination. For those who've been keeping up with the presidential debates and press coverage, there won't be many new items here, but if you're interested in a nice little re-cap of the candidates and their campaigns, and the campaign advise they received, it does provide a nice summary.

Mary says

Went to the movie "Isle of March" on Saturday. Read the book "The Right Fights Back" today. I enjoyed this book and am waiting for the next edition to come out. Perhaps this type of journalism will become the new style of writing current events and news stories.

Kurt Pankau says

A brief and highly informative overview of the 2012 political race up to this point. This is politics described in such a way that it can be shared at the holiday dinner table: issues are only mentioned insofar as they relate to voting blocks. This is about strategy and about politicians. It paints images of Mitt Romney and Rick Perry as real people undertaking the monumental task of running for president. Peppered with insights from (often unnamed) insiders, this is a must-read for anyone who wants to stay informed about the 2012 political race or the political process en toto.

Patty Byrnes says

New to all of this - so here's my first review.

If you are a poliwonk as I am - you will enjoy this book. I like the concept the authors have set out to do - write about the 2012 election as it is happening and release a series of e-books throughout the campaign giving readers a behind the scenes look in somewhat real time, instead of waiting to read about it after it is

all said and done.

The first book was about 60 pages in length and goes through the first week of November. Discusses candidates in the field, how they interact with one another, some additional details of what happened at the debates thus far, etc. Develops articles written to date a bit more with interviews from staff, family members, other insiders.

I look forward to seeing how frequent they come out and how this concept might impact campaigns moving forward.

Sheena Tahilramani says

Nice recap of the events that have brought us to the current GOP field. Some interesting tid-bits and juicy details. Can't wait for the next installment in March.

Donna says

Remember Bachmann? Perry? Santorum? Herman Cain? It was just a year ago that their (mostly lunatic) ideas were hitting the headlines every day. That phase of the 2012 pre-election season finally drew to a close, leaving one Republican standing. In *The Right Fights Back*, the authors remark that "many of those who bowed out had the same thought: Mitt Romney wanted it more than they did."

And, it might be added, he had more money to buy it.

What I find so compelling about politics is the people. And thanks to modern ebook technology, it's no longer necessary to wait several years or decades for historians to publish their findings and observations about political events. Now professional writers and observers like Mike Allen and Evan Thomas can have coffee with campaign advisers and political operatives and tell us what happened and what was said almost before the tables are bussed.

Like other books in this Politico series, this one is gossipy, timely, and fun to read for those who, like me, enjoy politics and believe that nothing could be more important.

Andrew Kitslaar says

Enjoy this new type of journalism - short, easy to read, current history, behind the scenes book which will be published throughout the campaign season. It's nice to have something to read about the campaign and election now and not after the election.

Kathleen says

Similar to "Game Change"- I couldn't put it down. Read it in one sitting. Great analysis by Evan Thomas and Mike Allen on the occurrences in the 2012 GOP nomination. Wish it came in a paper format, however.

Kevin Yeaux says

Had some good tidbits, but overall not that much you wouldn't know from normal political reporting. It was a neat idea to write a book as the election happens, but it still finds itself out of date: remember Herman Cain?

Stewart says

Decent insights into the 2011-2012 GOP presidential primary and the Obama team's work gearing up for the campaign.

SweetPea says

An enjoyable read that provided recent insights on the presidential race, some that were not part of the broader public knowledge. This format makes the information "usable", not in the sense of necessarily influencing a vote, but providing additional context for following the race. Many full length books on presidential campaigns that don't get published until after the election is over include details that may not be as interesting as hearing them closer to their happening.

Scott Danielson says

This is the same kind of stuff that was in Game Change: Obama and the Clintons, McCain and Palin, and the Race of a Lifetime. That book was published months after the 2008 election was completed, and here we are about a month before primary votes are going to be cast.

I enjoyed the insider information - what days are like for the candidates, some of the strategies... of course, it's difficult to read this book without realizing that how we choose our presidents is ridiculous. It's disheartening to realize that the skills needed to successfully run a campaign are not necessarily skills we need in a president. Wooing donors, for example.

This ebook is short (novella length) and reads like an in-depth magazine article. I will be reading the next installment.

Jack says

A fine, fast read that gives politicos a nice inside look at the 2012 presidential race - so far. Evan Thomas and Mike Allen are two of the most highly regarded political reporters, and Mike Allen's Politico Playbook is one of the most anticipated daily email that insiders receive. Apparently this short book is the first of a number that offers a "realtime" look at the 2012 presidential race. Clearly, as President Obama is going to be the Dem nominee again, this part of the book really chronicles the early efforts of the Republicans. It ends

just as Herman Cain is nosediving and Newt Gingrich is starting his ascent to the top of the polls (a short visit to the top, we now know). Anyway, IF you find the election process mildly interesting and IF you want an easy read that offers a reliable overview, this is for you.

Beth says

If you followed the 2012 primaries and election even casually, there is nothing new here.

Politico isn't one of my favorite politic sources, and this e-book short only confirmed that. Much of it is lazy journalism, and often unverifiable. Many sources are "insiders" or even "well-connected insiders." Much of the content is taken up by discussion of how POLITICO (it's always capitalized) is such a remarkable source.

Three other shorts about the 2012 campaign were released by Politico. At least now I know that I don't need to worry about reading them. I'm glad I only borrowed this one from my local library!
