



## So You Think You Can Be President?: What Donald Trump's Campaign Can Teach You about Winning in the Era of Reality TV (Paperback)

By Marion TD Lewis

Waterfall Press, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.We are living in the era of reality TV and social media. This means changes in the rules of the game. Enter American business mogul and residential candidate Donald J. Trump. Mr Trump ran an unorthodox campaign in the 2016 presidential elections in America and showed how you can turn the rules on their heads and still come out on top. His reality TV style tactics may not take him all the way to the White House but they just might actually help you get ahead in life. Many of his techniques may seem counter-intuitive but based on the success he enjoyed in the polls for such an extended period of time, one could argue that these strategies, in the right hands, can be very effective.

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