



# The Victory Lab: The Secret Science of Winning Campaigns

*Sasha Issenberg*

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# The Victory Lab: The Secret Science of Winning Campaigns

Sasha Issenberg

**The Victory Lab: The Secret Science of Winning Campaigns** Sasha Issenberg  
**NOW WITH A NEW AFTERWORD EXAMINING THE RESULTS OF THE 2012 ELECTION**

Renegade thinkers are crashing the gates of venerable American institutions, replacing the so-called wise men with a radical new data-driven order. We've seen it in sports, and now Sasha Issenberg tells the hidden story of the analytical revolution upending the way political campaigns are run.

The book follows the academics and maverick operatives reengineering a high-stakes industry previously run on little more than gut instinct and outdated assumptions. Armed with research from behavioral psychology and randomized experiments that treat voters as unwitting guinea pigs, the smartest campaigns now believe they know who you will vote for even before you do. Issenberg tracks these fascinating techniques and shows how our most important politicians are putting them to use with surprising skill and alacrity.

Provocative, clear-eyed, and skillfully reported, *The Victory Lab* offers insight into political marketing, human decision making, and the increasing power of analytics.

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