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Frank I. Luntz (born February 23, 1962) is an American political consultant, pollster, and "public opinion guru" best known for developing talking points and other

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Frank Luntz s Words that Work is a valuable part of the toolkit for communicators. It s full of great lessons in creating language that works.

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"The words of this book," writes the Republican strategist Frank Luntz, "represent the language of America, not the language of a single political party, philosophy

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And so we have Frank Luntz, Luntz's advice to put down Words That Work and read Orwell is excellent. To that end, a link to the full essay is provided below.

## **Words that work: it's not what you say, it's what**

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