



The Triumph of William McKinley: Why the Election of 1896 Still Matters

By Karl Rove

SIMON SCHUSTER, United States, 2016. Paperback. Book Condition: New. Reprint. 231 x 155 mm. Language: English . Brand New Book. A fresh look at President William McKinley from New York Times bestselling author and political mastermind Karl Rove" a rousing tale told by a master storyteller whose love of politics, campaigning, and combat shines through on every page" (Doris Kearns Goodwin, Pulitzer Prizewinning author of Team of Rivals). The 1896 political environment resembles that of today: an electorate being transformed by a growing immigrant population, an uncertain economy disrupted by new technologies, growing income inequality, and basic political questions the two parties could not resolve. McKinley's winning presidential campaign addressed these challenges and reformed his party. With "a sure touch [and] professional eye" (The Washington Post), Rove tells the story of the 1896 election and shows why McKinley won, creating a governing majority that dominated American politics for the next thirty-six years. McKinley, a Civil War hero, changed the arc of American history by running the first truly modern presidential campaign. Knowing his party needed to expand its base to win, he reached out to diverse ethnic groups, seeking the endorsement of Catholic leaders and advocating for black voting rights. Running...



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