



What It Takes: The Way to the White House

Richard Ben Cramer

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An American Iliad in the guise of contemporary political reportage, *What It Takes* penetrates the mystery at the heart of all presidential campaigns: How do presumably ordinary people acquire that mixture of ambition, stamina, and pure shamelessness that makes a true candidate? As he recounts the frenzied course of the 1988 presidential race -- and scours the psyches of contenders from George Bush and Robert Dole to Michael Dukakis and Gary Hart -- Pulitzer Prize-winning journalist Richard Ben Cramer comes up with the answers, in a book that is vast, exhaustively researched, exhilarating, and sometimes appalling in its revelations.

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