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# TOO DUMB TO FAIL

How the GOP Betrayed the Reagan Revolution to Win Elections (and How It Can Reclaim Its Conservative Roots)

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FOREWORD BY HUGH HEWITT

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#### Review

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From a leading voice among young conservatives, an impassioned argument that to stay relevant the Republican Party must look beyond short-term electoral gains and re-commit to historic conservative values.

In 1963 Richard Hofstadter published his landmark book Anti-Intellectualism in American Life. Today, Matt Lewis argues, America's inclination toward simplicity and stupidity is stronger than ever, and its greatest victim is the Republican Party. Lewis, a respected conservative columnist and frequent guest on MSNBC's Morning Joe, eviscerates the phenomenon of candidates with a "no experience required" mentality and tea party "patriots" who possess bluster but few core beliefs.

Lewis traces the conservative movement's roots, from Edmund Burke to William F. Buckley, and from Goldwater's loss to Reagan's landslide victory. He highlights visionary thinkers who understood nuance and deep ideology and changed the course of the nation. As we approach the 2016 presidential election, Lewis has an urgent message for fellow conservatives: embrace wisdom, humility, qualifications, and inclusion--or face extinction.

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"All tyranny needs to gain a foothold is for people of good conscience to remain silent." Edmund Burke By Kristi Richardson

I firmly believe that you cannot be a political animal and not read what the opposition is writing. I must admit that some pundits I can only read so much and then I have to put it away, because it is not based on facts or ideas but on vitriol and stirring things up by repeating falsehoods. This book by Matt K. Lewis is not like these others. I read it all the way through and enjoyed it for the most part.

Mr. Lewis takes us through the beginning of the Conservative movement and I found his history engrossing. I used to laugh at William F. Buckley's way of speaking but I never doubted his education and spirit. Nowadays the GOP and the Conservatives have dumbed their selves down so much, that if you don't act as if you never read a book or newspaper, you won't be elected. He shows examples of that with Ronald Reagan and George W. Bush. If you think about it, how do you go to Yale and not get some knowledge? How do you become a doctor and not have some brains? Yet the people running for office act as if they are just regular folks and don't get any knowledge outside of the Bible. In the end that will hurt their message.

Mr. Lewis points out specific steps that Conservatives need to take to modernize not moderate. I think our nation is stronger when both sides are strong and viable. The way it's going now, the Democratic Party may have lopsided power in the future if the GOP doesn't learn from this book.

I am a lifelong Democrat and while I used to say a "bleeding heart liberal", as I age I will say I am more moderate and definitely not a democratic socialist. I think Mr. Lewis' book is well written and should be required reading for anyone interested in politics.

15 of 17 people found the following review helpful.

Too Dumb to Fail is a winner.

By Steve

Too Dumb To Fail is a page turner for sure. Given the title of the book, you might suspect the book was written by a vitriolic blonde bomb-thrower from Fox News. Fortunately for those of us who want to win and grow the movement, this is not the case. The subtitle of the book illustrates its true purpose: How the GOP Betrayed the Reagan Revolution to Win Elections (and How It Can Reclaim Its Conservative Roots).

Too Dumb to Fail moves at a nice pace because Matt Lewis is an interesting writer. He writes clearly and does not overcomplicate topics that are easy to muddy-up. The difference between Matt Lewis and so many other writers is that he cares about the conservative movement. He is not looking back at 40 to 60 years of activism and then condemning everything about the future. Matt Lewis is as much a part of the future of our movement as he is a part of its past. Some of us campaign-types heard Matt teach sessions at party conventions. Matt's ability to teach us to talk, is perhaps what makes him such a good writer. He is not a lecturer; he is a teacher.

That eventually leads us to a really interesting chapter that discusses the hucksters who fleece our movement of dollars, yet produce nothing. Lewis humorously identifies these people as the Con\$ervative Movement. For instance, Lewis writes about a group of PACs that spent roughly \$54 million, but not quite \$4 million of that was actually spent on getting Republicans elected. \$50 million in conservative dollars wasted, possibly extorted, just in the 2014 election cycle alone. That story will get your blood boiling.

Lewis similarly discusses the 2013 Virginia race for Governor where Ken Cuccinelli nobly took on Terry McAuliffe. One group took in over \$2 million saying they were going to help get Cuccinelli elected, yet they spent "less than one-half of one percent" on Cuccinelli's losing campaign. Lewis also briefly touches upon "Joe the Plumber" (a phenomenon I never understood) and his brief stay in the limelight of the Con\$ervative Movement.

There are so many great examples in this book that really highlight the problems we are up against, even within our own movement. Lewis points to absurd statistics thrown out by Donald Trump, which is one thing. Then we realize he got the phony statistics from one of Ann Coulter's books, and the statistics have been thoroughly discredited. Then there is Donald Trump's lack of understanding that the money that funds Planned Parenthood "is fungible." Followed later by Ann Coulter declaring, this time via Twitter, in response to Donald Trump's immigration plan, "I don't care if [Donald Trump] wants to perform abortions in White House after this immigration policy paper."

Lewis puts great emphasis throughout this book on intellectual thought in the Republican party, more of it in the distant past than in its present. Ours is a movement founded upon solid philosophical and intellectual arguments and principles. Lewis is not writing this to tell us that we are dumb now. He is telling us why this intellectual foundation matters. "When you lose intellectuals, you lose popular culture and, before you know it, you've lost the culture war," writes Lewis.

Why did Obama's "you didn't build that" remark not really matter to the outcome of the 2012 election? Lewis has an interesting take on this in the wider view of our culture wars.

Lewis challenges us not to simply walk away from pop culture, but rather to influence it and affect it. "Christian conservatives must work to authentically engage the culture, instead of trying to ape what's already popular." As Lewis notes later, "By first rejecting the culture and turning inward, and then focusing almost solely on politics, conservatives now find themselves increasingly shut out of major conversations that average Americans are interested in." Lewis arrives at a sensible and pragmatic solution, "The answer is for conservatives to make good art, not necessarily to make conservative art."

Do you think pop culture and the conservative movement do not go together? Lewis correctly points out that, "Winning elections means having a tent big enough to attract a majority." He follows that up later with an entire chapter titled, "Modernize, Don't Moderate." He was right to do this because too often the "big tent" concept gets labeled as something it is not, and those in pursuit of a bigger tent are labeled as well. We have some demographic realities to face. Whether it is race, education, age, location, or marital status, our movement is losing ground in many of the numbers that matter. Lewis writes, "the conservative moment appears to want to keep the GOP a party almost exclusively for older, whiter, more rural Americans." He continues, "For Reagan-Kemp conservatives, this is a philosophical and mathematical problem." Rather than "doubling down on cohorts that are losing population," Lewis is instead suggesting ways that we can grow the movement without dumbing down our principles.

On election day 2012, when Mitt Romney would fall short of unseating an incumbent President, exit poll respondents were asked about four qualities of each candidate, Romney and Obama. Mitt Romney won on three of the four qualities, but it was the one quality that Obama won that made all the difference. On the question about which candidate "cares about people like me," Obama won in a landslide. Lewis tells us what that number was, and why it matters.

Lewis has a message for talk radio hosts, read the book to see it, it is important.

So, what should conservatives do today? Lewis writes, "The real answer, I suggest, is to look to the Reagan model-but not in a way that looks backward or assumes nominating a hard-core conservative is a panacea. Reagan looked to the future, and so should we." This will not be easy, change is tough. But change can also be our missing ingredient. The reality about the Right, is as Lewis notes, "it has to be better, stronger, tougher, smarter." Too Dumb to Fail can help with all of that.

Finally, readers will get twenty book suggestions at the end. I am going to do what every author wants done and suggest you get a copy of the book and read the list (and the entire book) for yourself. Lewis' book suggestions are not typical. If you go in expecting to see books by Sean Hannity, Dick Morris or Michael Savage, or any of Ann Coulter's books, you will be disappointed. This list is deeper than all of that.

There is so much more in this book. For instance, what is pastor Tim Keller doing that is worth replicating within the conservative movement? What are "Ideological Immigrants"? Why are we implored to "Teach Your Children Well"? What about think tanks that are now becoming activists as well? What is "The Scandal of the Evangelical Mind"? And what is the reality about how to "Appeal to Hispanics"?

This all amounts to a very interesting book at a very good time.

I have intentionally been vague on many of the topics discussed in Too Dumb to Fail because I want to really encourage you to read this book. It is a quick read, it is succinct and well written, it is a critique and not a condemnation, and perhaps as important, it is aspirational. Too Dumb to Fail is a book I will go back to over the next few years and make sure I have properly implemented many of the suggestions that Lewis makes.

As a final tease for Too Dumb to Fail, any book that can recall a scene from the baseball movie Bull Durham, which involves a great scene between Crash Davis and Nuke LaLoosh, and can relate that to political messaging, that's a job well done. Enjoy.

23 of 29 people found the following review helpful.

A Unique Perspective into the Conservative Movement! A Must Read! A+++

By Carbonlord

Matt Lewis is a super conservative writer, he is independent minded and an excellent columnist. I've seen him a number of times on CNN, ABC's Nightline and HBO's Real Time with Bill Maher. I was fortunate enough to get an advance copy of this book, which was an eye opener all the way to the end. I was looking forward to this book, after watching him speak so many times before.

Imagine that in the infancy of the book, Matt started with a purpose of showing us the sort of populist antiintellectualism that has been bubbling over and throughout our current political campaigns of the Republican party? Could he have ever guessed that Trump would be there, now? Perhaps he knew?

In his quote, "empty-headed talking point reciters, rookie politicians who've never managed anything in their lives, media clowns such as Donald Trump, dim bulbs in tight pants or short skirts, professionally outraged shout-fest talking heads and total political neophytes," He stipulates how he feels where the conservative movement has been led to.

He was also quoted, stating;

"Although I think that conservative media outlets help — they've helped expose liberal hypocrisy, forced stories into the mainstream — there's also a downside."

"they don't even have to say anything conservative; all they have to do is criticize Obama and we go gaga and we eat it up."

Lewis talks about the age of politicians trying to create more hypocrisy and outrage, than in the actual principles of governing. Creating a vicious circle of this, in order to obtain more funding, to create more outrage and so it goes on and on and on....

Matt Lewis concludes his book, by believing that conservatives really need to bring more enthusiasm about their originality of ideas, as they had shown in the Reagan era. I thought the book was insightful, how he traced an insightful book the roots of the conservative movement and showed, in his options, just how far they have strayed form their original ideals. Hope it Helps:)

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Matt K. Lewis is a senior contributor for The Daily Caller and writes regular columns for TheWeek.com, The Daily Beast, and The Telegraph (UK). He records a weekly podcast, "Matt Lewis and the News." In

2011, Business Insider listed him as one of the 50 "Pundits You Need To Pay Attention To," and in 2012 the American Conservative Union honored Matt as their CPAC "Blogger of the Year." He lives with his family in Alexandria, VA.

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