



# A Bad Day On The Romney Campaign: An Insider's Account

*Gabriel Schoenfeld*

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**Why did Romney lose? How can Republicans win?** In *A Bad Day on the Romney Campaign*, Gabriel Schoenfeld, a senior adviser to presidential nominee Mitt Romney for nearly two years, is the first insider to speak out about the failures of the 2012 campaign.

Why did Romney lose? The book illuminates the chain of errors that ultimately contributed to Romney's defeat. Schoenfeld's original concept--zeroing in on a single gaffe on a single day: Romney's comments in the wake of the Benghazi attack, and examining its genesis and its profound ripple effects--makes for a uniquely fascinating contribution to our understanding of American politics and the challenges facing a Republican party that has lost the popular vote in five of the last six presidential races.

Schoenfeld doesn't shrink from pointing fingers and naming names. Unsparing in his criticism of some of his former colleagues, and candid in appraising Romney's strengths and weaknesses, his objective is to launch a far-reaching debate about how we choose America's leader. With a revealing discussion of how Romney's team formulated domestic and foreign policy, the book is a powerful voice in the ongoing discussion of the Republican Party's future by a campaign insider who is also one of America's leading analysts of public affairs.

Written for Republicans, Democrats, and all Americans, rich with detail and high drama, it will interest anyone who wants a behind-the-scenes look at how our political system actually operates, with all its charms and all its flaws.

**Praise for Gabriel Schoenfeld's *Necessary Secrets: National Security, the Media, and the Rule of Law***

"Schoenfeld brilliantly illuminates [a] fundamental dilemma." --John McGinnis, *Wall Street Journal*

"Essential reading for anyone seriously interested in national security and freedom of the press." --Leonard Downie, Jr., *Washington Post*

"Subtle and instructive." --Alan Dershowitz, *New York Times Book Review*

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