

The Victory Lab: *The Secret Science of Winning* *Campaigns*



Wednesday November 14, 2012 7:30 p.m.



Sasha Issenberg

Join us as author and journalist Sasha Issenberg tells the hidden story of the analytical revolution upending the way political campaigns are run in the 21st century.



**Free Parking. Free Admission.
Reception, book sales and
signing follow program.**

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Armed with insights from behavioral psychologists and randomized experiments that treat voters as unwitting guinea pigs, the smartest campaigns now believe they know who you will vote for even before you do!