

## THE VICTORY LAB ISSENBERG SASHA%0A

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[The Victory Lab: The Secret Science of Winning Campaigns](#)

Moneyball for politics. We've seen it in sports, and now in The Victory Lab, journalist Sasha Issenberg presents the untold story of the analytical revolution upending the way political campaigns are run in the 21st century. Sasha Issenberg is our most acute observer of the modern political campaign.

[Book review: The Victory Lab: The Secret Science of ...](#)

That is the central argument of Sasha Issenberg's The Victory Lab, and at the risk of serving up over-caffeinated hype, it really is an indispensable guide for understanding what has

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SASHA ISSENBERG is a columnist for Slate and the Washington correspondent for Monocle. He covered the 2008 election as a national political correspondent for The Boston Globe, and his work has also appeared in New York, The Atlantic, and The New York Times Magazine.

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Review: Indispensable. . . . Issenberg has a firm grounding in the political universe. . . . [He] paints his insurgents in heroic terms, putting the spotlight on campaign warriors few of us have ever heard of. . . . The Victory Lab

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Issenberg in his book The Victory Lab gives us a tiny peak into how. This is the premise that I do not doubt attracts a majority of the readers of The Victory Lab to the text. Following Barack Obama's surprising victory in the Iowa Caucuses in 2008 a great deal has been made about how exactly the Obama team managed to pull it off.

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[About The Victory Lab, UPDATED FOR THE 2016](#)

ELECTION The book Politico calls Moneyball for politics shows how cutting-edge social science and analytics are reshaping the modern political campaign.