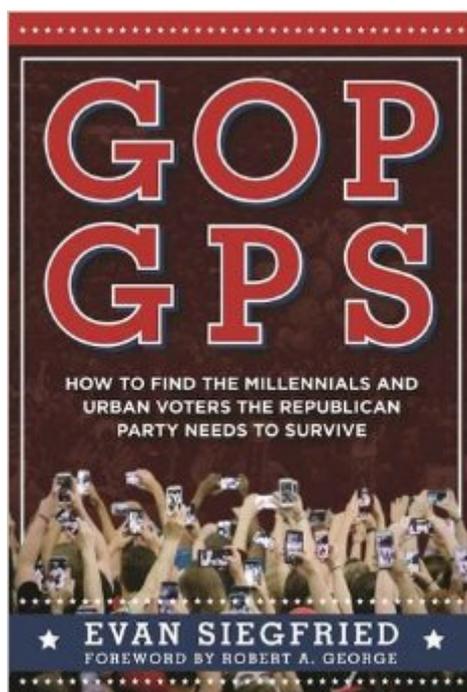


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# GOP GPS: How To Find The Millennials And Urban Voters The Republican Party Needs To Survive



## Synopsis

Editors'™ Pick for the Conservative Book Club  
A roadmap to the future for Republicans  
With each passing election cycle, Republicans face stiffer and stiffer odds for winning elections at all levels. They have long relied on a combination of Baby Boomers and rural voters to propel them to victory in races for office. However, both of these populations will decline in the future. At the same time, the ranks of millennials and urban voters have exploded. Millennials (now the largest generation in the United States) and urban residents (the growing majority of the population) are the two groups that are the key to the future—both for the United States and for any major political party. Unfortunately, the Republican Party has largely put off bringing these vital groups into the fold. In fact, it faces a real identity crisis with them. Mention the words “GOP” or “Republican” and they immediately react negatively. They see the party and its members as being out of touch and focused on the past. What possible reason should they have to vote for them, or even listen to their ideas? GOP GPS offers a roadmap for Republicans to win over these key groups, showing how to do so using conservative values and principles. It addresses a wide array of issues, including social justice, education, marriage equality, debt, and the family. It will challenge all and show that the Republican Party is not the caricature the Left or the media make it out to be.

## Book Information

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## Customer Reviews

If the Republican Party wants a future they should use Evan Siegfried's GOP GPS: How to Find the

Millennials and Urban Voters as a template for appealing to the important millennial demographic. Evan does a brilliant job of addressing the issues which are important to this group of voters. He has written a thoughtful, common sense, straightforward template for the future of the Republican Party.

I'm a Democrat and I loved this book - and, frankly, the "this is a Democrat's worst nightmare" comments are a little off base. This book is what Americans, left, right and center, want to read; a road map for one of the two prominent parties to return to relevance and address the problems that our country will face in the coming decades. Evan Siegfried's book may have "GOP" in the title but it's a textbook example of putting country first.

Evan does a fantastic job of outlining the issues the Republican Party must overcome in order to be successful. He addresses a number of policy issues that are often overlooked and doesn't shy away from taking unpopular stances while maintaining the integrity of true conservatism. A must read for anyone interested in getting involved in Republican politics.

In the age of Trump, the GOP needs a compass more than ever. This timely book addresses how it can rebound its support among young voters, who are repulsed by the antics of Trump and the current state of the GOP. If the GOP has a future, officials need to be reading this book.

The Republican Party needs more voices like Evan Siegfried. GOP GPS was a smart, fun, and engrossing book. He tackles major problems and offers real solutions that even Democrats could support. Siegfried is the anti-Trump.

In his book, Evan lays out how the GOP got to where it is today, and what the GOP needs to do to stop hemorrhaging voters. While as a Conservative I disagree with some of his solutions, this is the most raw, real analysis of the situation facing the GOP today

What a fun and thoughtful read. Siegfried takes facts, uses them to demolish democrat lines, and explains what a modern republican should be. I found that this was an accessible read that explained complex issues in a simple manner. I felt that the author had given voice to me as a republican and boldly stood up for my conservative values.

In the wake of the rise of Donald J. Trump, GOP GPS is required reading if the GOP hopes to

remain relevant as a national political force. Utilizing statistics and his extensive work in the New York City political arena, Evan lays out the blueprint for all urban Republicans to follow in order to find success at the ballot box.

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