

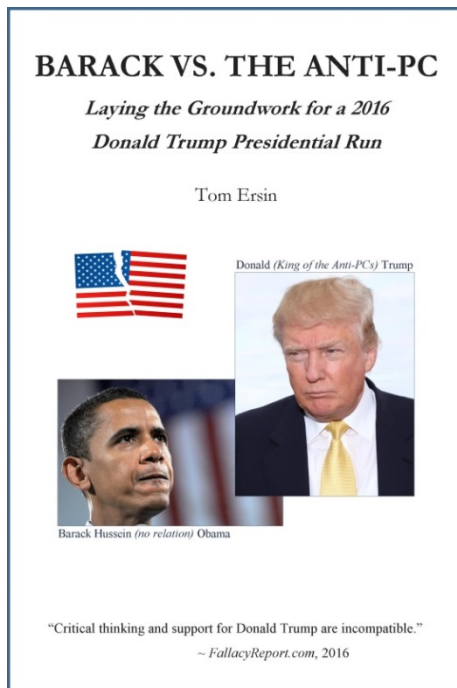
# ELEVATOR PITCH:

## BARACK VS. THE ANTI-PC:

*Laying the Groundwork for a 2016 Donald Trump Presidential Run*

(2017, Big Table Publishing, \$17)

by Tom Ersin | [tom@fallacyreport.com](mailto:tom@fallacyreport.com) | [FallacyReport.com](http://FallacyReport.com)



Donald Trump often avers that he is anti-PC, against *political correctness*. But PC is simply the avoidance of terms and descriptions (and policies) that are discriminatory toward certain groups of people. His war on PC is a defense for the continued use of offensive, bigoted language (and policies) with apparent impunity. Vehemently opposing political correctness gives him a red anti-PC herring to hide behind.

Mr. Trump did not rise to the presidency on his good looks (or manners). The Republican Party made a deal with Beelzebub after Barack Obama's 2008 election. In return for tea party support of anti-Obama obstructionism, the GOP looked the other way and gave tacit approval to race-baiting and xenophobia. The colossal mendacity (I saw *Cat on a Hot Tin Roof*) and lack of critical thinking was astonishing. The Donald saw his opening, and Republican leaders ultimately lost their influence. Forget tacitness (that's a real word – we looked it up). Trump openly cheered the rampant intolerant nativism and anti-PC sentiment. The base cheered him back, and he took over their party.

*Barack vs. the Anti-PC* is a humorously serious, chronological commentary of articles and essays interspersed with quotes and headlines. The quotations and factual content are thoroughly researched and documented. Most of these articles were published

originally in the author's magazine during Obama's first term and second campaign. The book lays out the gradual loss of Republican leaders' control over their own party. By not denouncing the bigotry and misinformation, they unwittingly told their people anything goes. Donald Trump heard that message loud and clear. To its shock, the GOP establishment has now reaped what it has sown. *Barack vs. the Anti-PC* documents that sowing.

### Reviews

"A presentation of behind-the-scenes events most Americans are probably not aware of ... literate, breezy, easy to understand and absorb ... a sense of humor ..."

~ Robert Hilliard, Ph.D., playwright, author of *Phillipa* and *The Greener Trees*

"Reminiscent of a Michael Moore documentary ... I finished the book the same day it arrived and gifted copies to friends."

~ Bob O'Brien, L.L.P. (shrink)

"Sharp wit, keen observations, and insightful interpretations ... Future political historians will look back on Ersin's book with a debt of gratitude."

~ John Sheirer, English professor, author of *Make Common Sense Common Again*

### About Tom Ersin

Tom Ersin holds an advanced degree from Trump University, having risen to its most enlightened (and expensive) Operating Thetan Levels. No, wait — that's his Scientology training. Common mix-up. All seriousness aside, Ersin is a rare Macomb County, Michigan, liberal (yes, THAT Macomb County). He's also a communications professional and potential author of three other books and a pamphlet. His turn-ons are running his dog, Bob Barker, and railing about the lack of critical thinking. (See more at [FallacyReport.com](http://FallacyReport.com).)

## COVER (front) / BIO:

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Donald (*King of the Anti-PCs*) Trump



Barack Hussein (*no relation*) Obama

“Critical thinking and support for Donald Trump are incompatible.”

~ *FallacyReport.com*, 2016

### The Author



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#### *The Gathering Storm ...*

As of this writing, Donald J. Trump has clinched the GOP nomination by racistly and sexistly (Yeah, I made up two new words) maligning almost every demographic group known to political pollsters. The Republican Party has long since abandoned its “Never Trump” stance; it now supports the most vile, egomaniacal confidence artist ever to befoul a television screen. How did this happen? With the shocking 2008 election of the first African-American U.S. president, Republicans and KKK members didn’t know what hit them. But once it sank in, they were going to ensure there would be no repeat. Trump launched his war on PC (political correctness) and championed the racist “birther” conspiracy, that Barack Obama was not born in America. Others chimed in: Obama *isn’t one of us*. Did I mention that Obama is black? (not that there’s anything wrong with that). The GOP leadership’s response to the thinly veiled race-baiting was ... crickets.

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Tom Ersin traces the events that led to Donald Trump’s takeover of the Republican Party. The book includes not only a clarifying juxtaposition of public information, but a presentation of behind-the-scenes events most Americans are probably not aware of. The writing is literate, breezy, easy to understand and absorb. Republicans with a sense of humor will enjoy this book almost as much as Democrats and Independents. Republicans with no sense of humor will need antacid pills.

~ Robert Hilliard, Ph.D., playwright, author of *Phillipa* and *The Greener Trees*

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Donald Trump grew directly out of the ignorance, intolerance, corporatism, and extremism of the Republican Party. Tom Ersin’s account during that time calls out those who deny that Trump is a fruit of the poisonous Republican tree. Ersin’s sharp wit, keen observations, and insightful interpretations create a portrait of how Republicans brought us to the brink of ruin through their dishonest pandering to an angry and confused base while serving their wealthy corporate masters. Future political historians will look back on Ersin’s book with a debt of gratitude.

~ John Sheirer, English professor, author of *Make Common Sense Common Again*

## FOR IMMEDIATE RELEASE

**Book:** *BARACK VS. THE ANTI-PC: Laying the Groundwork for a 2016 Donald Trump Presidential Run* (2017, Big Table Publishing, \$17)

**Contact:** Tom Ersin (review copies, media requests)  
[tom@fallacyreport.com](mailto:tom@fallacyreport.com) | [www.FallacyReport.com](http://www.FallacyReport.com)

### New Author Tom Ersin Tracks Donald Trump's Takeover of the GOP

**BOSTON, April 3, 2017** — Big Table Publishing has announced the release of *BARACK VS. THE ANTI-PC: Laying the Groundwork for a 2016 Donald Trump Presidential Run*, by Tom Ersin. Donald Trump often avers that he is anti-PC, against *political correctness*. But PC is simply the avoidance of terms and descriptions (and policies) that are discriminatory toward certain groups of people. His war on PC is a defense for the continued use of offensive, bigoted language (and policies) with apparent impunity. Vehemently opposing political correctness gives him a red anti-PC herring to hide behind.

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*Barack vs. the Anti-PC* and excerpts are available at [www.Amazon.com](http://www.Amazon.com) and [www.FallacyReport.com](http://www.FallacyReport.com). For review copies, interview requests, or more information, contact Tom Ersin at [tom@fallacyreport.com](mailto:tom@fallacyreport.com). (2017, Big Table Publishing, \$17, [BigTableCo@aol.com](mailto:BigTableCo@aol.com))

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