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| John Hunt Publishing - **Zero Books** - announces the new title | | |
| **Meaning of Trump, The**  Brian Francis Culkin  The election of Donald Trump was a shattering moment to the political sensibilities of America; immediately sending the country into a frenzy of commentary, critique, and a never-ending media coverage that has bordered on the absurd. But the question still remains: what does it all mean?  The Meaning of Trump is an ideological critique that sees the election of Donald Trump as a completely natural progression to the general trajectory of digitized technologies, neoliberalism, and a new breed of financialized capitalism; destructive global forces that know no party affiliation or national boundary. Although Donald Trump is undoubtedly the symptom that has exploded to the surface after nearly four decades of failed policies and broken promises by both Republicans and Democrats alike, his election can also be seen as an existential fork in the road for both the United States and even humanity itself. What path is taken still remains to be seen.  **Author Bio** Brian Francis Culkin is a writer, theorist, and film director with a reputation for delivering thought provoking political & social commentary. Brian lives in Massachusetts, USA. Online: [Facebook](https://www.facebook.com/brianculkinfilmandart/), [Author Website](http://www.brianculkin.com), Blog, [Twitter](http://www.twitter.com/#!/brianculkin1 (instagram))  **Previous Titles** There is No Such Thing as Boston: Gentrification and the Disappearance of a City (9781542458092), Createspace, 2017. Conversations on Gentrification (9781977816160), Createspace, 2017. Postscript on Boxing: The Human Body, Virtual Worlds, and Boxing's Living Dead (9781535189859), Createspace, 2016.  **Endorsements** *Fascinating. Culkin's book on Trump is like a live coal that glows in your brain as you read it. No one will ever look or think about Donald Trump the same way again.* ***John David Ebert, cultural critic and poet***  **Promotional Plans** Zero Squared podcast/YouTube interviews and book trailer. Tweet replies to Trump and Trump supporters in the media, both whilst referencing the book. Source mainstream reviews and reviews in left periodicals. Articles/essays for publication in newspapers/magazines/current affairs websites. Facebook advertising.  **USP** A unique and engaging take on the paradox of Trump as the antithesis of his base support.  **Competing Books** One Nation After Trump 9781250164056, by E.J Dionne St Martins Press, 2017  **Categories** POLITICAL SCIENCE (General)(POL040000) -> American Government (General)(POL040000) POLITICAL SCIENCE (General)(POL008000) -> Political Process (General)(POL008000) -> Campaigns & Elections(POL008000) PHILOSOPHY (General)(PHI019000) -> Political(PHI019000) |  | **Publication Date** June 2018  **Paperback** ISBN: 978-1-78904-046-3 $11.95  |  £7.99 8.5x5.5 inches | 216x140 mm 96PP  **e-book** ISBN: 978-1-78904-047-0 $8.99  |  £5.99  **Library of Congress** 2018933757 |
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