



# Alpha Dogs: The Americans Who Turned Political Spin into a Global Business

*James Harding*

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*Alpha Dogs* is the story of the men from an enormously influential campaign business called Sawyer Miller who served as backroom strategists on every presidential contest from Richard Nixon's to George W. Bush's. David Sawyer was a New England aristocrat with dreams of a career as a filmmaker; Scott Miller, the son of an Ohio shoe salesman, had a knack for copywriting. Unlikely partners, they became a political powerhouse, directing democratic revolutions from the Philippines to Chile, steering a dozen presidents and prime ministers into office, and instilling the campaign ethic in corporate giants from Coca-Cola to Apple. Long after the firm had broken up and sold out, its alumni had moved into the White House, to dozens of foreign countries, and into the offices of America's blue-chip chief executives. The men of Sawyer Miller were the Manhattan Project of spin politics: a small but extraordinary group who invented an American-style political campaigning and exported it around the world.

In this lively and engaging narrative, James Harding tells the story of a few men whose political savvy, entrepreneurial drive, and sheer greed would alter the landscape of global politics. It is a story full of office intrigue, fierce rivalries, and disastrous miscalculations. And it is the tale of how world politics became American, and how American business became political.

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