

---

# CONTENTS

---

*Preface* . . . . . xi

*Introduction* **The Conservative Heart:**  
How We Have Changed the World—  
But Can't Seem to Get Our Footing . . . . . 1

*Chapter 1* **America's Pursuit of Happiness:**  
Why It Is the Central Expression  
of the Conservative Heart . . . . . 25

*Chapter 2* **Why America Hasn't Won the War  
on Poverty:** Spending Trillions Without  
Moving the Needle Where It Matters Most. . . . . 53

*Chapter 3* **Pushing the Bucket:**  
How Honest Work Ennobles and Elevates Us. . . . 81

*Chapter 4* **Lessons from an Indian Slum and  
an Austrian Ghost Town:** Inspiration from  
a Society on the Make and a Cautionary Tale  
from One That Disappeared . . . . . 107

*Chapter 5* **A Conservative Social Justice Agenda:**  
A Better Way to Fight Poverty . . . . . 131

<i>Chapter 6</i>	<b>From Protest Movement to Social Movement: A Road Map for the New Right. . . .</b>	159
<i>Chapter 7</i>	<b>The Seven Habits of Highly Effective Conservatives: How to Talk So Americans Will Listen . . . . .</b>	179
	Acknowledgments . . . . .	217
	Notes . . . . .	219
	Index . . . . .	239