TRUMP STUDIES
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An Intellectual Guide to Why Citizens Vote Against Their Interests

BY

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United Kingdom – North America – Japan
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To Professor Steve Redhead, 1952–2018.
This book began life with his statement, “we must never normalize this behaviour.”
Steve saw the rise of Trump. May we witness the decline and understand how the aberrant, the confused, the ignorant, and the foolish were accepted, validated, and valorized.
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Steve Redhead was the Professor of Cultural Studies at Flinders University, Australia. He was also Adjunct Professor of Cultural Studies in the Faculty of Graduate Studies, York University, Ontario, Canada. Steve published seventeen books including Theoretical Times (Bingley, Emerald, 2017) and We Have Never Been Postmodern: Theory at the Speed of Light (Edinburgh, Edinburgh University Press, 2011). He was editor of the Bloomsbury book series Subcultural Style and Deviant Leisure for Emerald. While Steve died in March 2018, his personal website remains at www.steveredhead.zone

Runyararo S. Chivaura completed her PhD at Flinders University, Australia. She holds a Bachelor of Arts with Honours, and a Masters from the University of Lincoln (England). Her doctoral research focused on the role of media representations and individual consumption on the symbolic formation and negotiation of identity amongst African immigrants in Australia.