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DONALD TRUMP: STRONGMAN BLINDED BY HIS OWN BRILLIANCE

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The words a person uses tell us something about his character. Consider what the following four quotes from past U.S. presidents reveal about them.

“So, first of all, let me assert my firm belief that the only thing we have to fear is fear itself.”

“My fellow Americans, ask not what your country can do for you, ask what you can do for your country.”

“Mr. Gorbachev, tear down this wall.”

“Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty and dedicated to the proposition that all men are created equal.”

Today the brilliant Donald Trump is making a serious bid to serve as president of the United States. Consider what he has said along the way to the White House as a ...

Street fighter. “In most cases I’m very easy to get along with. I’m very good to people who are good to me. But when people treat me badly or unfairly or take advantage of me, my general attitude, all my life, has been to fight back very hard.”

Bully. Referring to Carly Fiorina. “Look at that face. Would anyone vote for that? Can you imagine that, the face of our next president? I mean she’s a woman, and I’m not s’posedta say bad things, but really, folks, come on. Are we serious?”

Sensationalist. “One thing I’ve learned about the press is that they’re always hungry for a good story, and the more sensational the better The point is that if you are a little different, a little outrageous, or if you do things that are bold or controversial, the press is going to write about you.”

Megalomaniac / Narcissist. “I will be the greatest job creator God ever made” “I could stand in the middle of Fifth Avenue and shoot people and I wouldn’t lose voters, ok.” “I

think apologizing is a great thing, but you have to be wrong. I will absolutely apologize, sometime in the hopefully distant future, if I'm wrong."

Slanderer. With gestures mocking journalist Serge Kovalski's disability, Trump bellowed the following. "Now, the poor guy – you've got to see that guy. 'Aargh, I don't know what I said. I don't remember'." Taking aim at Senator John McCain, Trump charged that "He's not a war hero. He was a war hero because he was captured. I like people who weren't captured."

Statesman. "I guarantee you I will be never calling [the leader of Iran] the Supreme Leader. ... I'll say, 'Hey baby, how ya doing?' I will never call him the Supreme Leader."

Genius. "Look, if I were a liberal Democrat, people would say I'm the super genius of all time. The super genius of all time."

Intimidator. "I'm a counter puncher ... All of a sudden a week ago [Rubio] started hitting me. I hit him back."

Honorable fellow. "One thing about me, I'm an honorable fellow. I'm pro-life, but changed my view a number of years ago." "I can be anything I want to be."

Failure. Justifying his filing for bankruptcy Trump said "I used the law four times and made a tremendous thing. I'm in business. I did a very good job."

Loving father. "If Ivanka weren't my daughter, perhaps, I'd be dating her."

Torture advocate. "I would bring back water boarding and I'd bring back a hell of a lot worse than water boarding."

Deal maker. "... and you can tell them to go f*** themselves." "You're not gonna raise that f***** price."

Trump's brilliance as a presidential candidate is demonstrated not in a debate where he has to account for his words but in a rally where he can stir the crowd with whatever words come to mind or in a book.

The final key to the way I promote is bravado. I play to people's fantasies. People may not always think big themselves, but they can still get very excited by those who do. That's why a little hyperbole never hurts. People want to believe that something is the biggest, and the greatest and the most spectacular.

I call it truthful hyperbole. It's an innocent form of exaggeration – and a very effective form of promotion.

Does his truthful-hyperbole statement call to mind the values of Roosevelt, Kennedy, Reagan, or Lincoln or of Hitler who famously said the following.

Make the lie big, make it simple, keep saying it, and eventually [the people] will believe it.

Trump – a strongman blinded by his own brilliance.

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