He has all the warmth of a plastic charge card and the coldness of an ATM, and he wants to be President. Mitt Romney is a business, a firm that has been forged out of privilege to acquire the presidency. He is a corporation disguised as an individual masquerading as a candidate and exudes all of the self-interest and profit motive we have come to expect from our mergers and acquisitions titans of industry. And that is precisely what this election is for Romney, a prospective acquisition and the 47% he abhors is simply the cost of doing business.

While he expresses contempt for those he claims behave like victims and sponge off the government; he exploits the nation's tax system because his silver-spoon privileged status allows him to do so. Of course, it is nothing like those wretched individuals who need government assistance to put food on the table or keep a roof over their head. In Romney's world view his taking advantage of government subsidies is legitimate because it results in personal wealth generation. For the self-made man by daddy's hand there is no comparison between himself and the half of the nation he deplores. His taking advantage of the government is in the spirit of American individualism (greed) while the 47% are simply too stupid (or have the misfortune of being poor) to be in a position of advantage like himself. So, Mitt Inc. keeps rolling along, churning out product (money) and caring little about the carnage left behind by his voracious Bain fueled appetite.

The infamous picture of Romney and his Bain cohorts with fists clutching cash is a perfect symbol of the Romney brand - money. It's all about the Benjamins for Mitt Inc. and he is unapologetic for having tons of cash and for your not having any; let alone your need of government help to access the basic necessities of life. His corporate strategy is not biased in that way. His disregard for half of America applies to Republicans as well. Many in the GOP are simply in denial that their candidate would rather not have anything to do with them. There is a narrow band of Americans that are in Romney's comfort zone and many of them were seated at the table when that infamous meeting was tape recorded. What is striking, and perhaps it

should come as no surprise, was the cold and calculated tone of Romney's dismissal of his fellow Americans. He spoke in the language of an MBA who was discussing business strategy, as was evident by his wishful desire to be a Latino to reach a new and growing market segment.

Mitt Romney is the creation of a political system that has been poisoned by money, and a party that has been held captive by a segment of the nation's monied class that views the country as their private market. For Mitt Inc. it is not enough to do well, the firm must do exceedingly well and human suffering is acceptable so long as the bottom line is fulfilled. It is a company that is awash in pseudo-patriotism but would sell the naming rights to the White House if it thought it could get away with it. The company has no real ties to this nation; it simply uses the United States as a corporate address but makes its money overseas. It doesn't love America, it loves exploiting the hell out of America. After all, what good is government if it can't help preserve your privilege and protect your market position?

All of this feels sinister. It's like the company that invites the community to swim in the lake on its property as a gesture of outreach, knowing the water is polluted while laughing in the board room at the inside joke. The ever present smirk on Romney's face is the inside joke. He knows full well the extent of his deception – why do you think the refusal to fully release his tax returns? And the ease at which he can malign Americans when in the comfort of his wealthy supporters. He is a walking corporate annual report; very glitzy on the outside, smiling and throwing around the word "community" a lot but if you start digging you begin to find all the human carnage.

Hopefully America will see Mitt Inc. as a bad investment.

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