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With new and revised chapters throughout, Campaigns and Elections American Style provides a real education in contemporary campaign politics. In the fifth edition, academics and campaign professionals explain how Trump won the presidency, comparing his sometimes novel tactics with tried and true strategies including how campaign themes and strategies are developed and communicated, the changes in campaign tactics as a result of changing technology, new techniques to target and mobilize ...

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[Campaigns and Elections - 2020 Syllabus](#)

A political campaign is an organized effort which seeks to influence the decision making progress within a specific group. In democracies, political campaigns often refer to electoral campaigns, by which representatives are chosen or referendums are decided. In modern politics, the most high-profile political campaigns are focused on general elections and candidates for head of state or head ...

[Political campaign - Wikipedia](#)

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Campaigns and Elections American Style is 'state of the art' in its coverage of such topics as blogs, social networks, polling, internet fundraising, messaging, and mobilization, among others. The book demonstrates that consultants and academics can complement each other in informing a broader audience."

[9780813319674: Campaigns And Elections American Style ...](#)

Campaigns and Elections American Style (Transforming American Politics) 4th Edition. by James A Thurber (Author), Candice J. Nelson (Author) 3.9 out of 5 stars 2 ratings. ISBN-13: 978-0813348353.

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Campaigns and Elections American Style 2nd Ed.shows how campaign themes and strategy are set, how they are communicated, how advanced campaign tactics are used, why mobilizing volunteers is essential, why early campaign money is worth more, how to get the media to cover a campaign without paying for it, and how to use focus groups, survey research, and media to win elections. Offering a unique and careful mix of Democrat and Republican, academic and practitioner, male and female campaign ...

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""Campaigns and Elections American Style""combines penetrating analysis from top scholars with inside insights from some of the top campaign practitioners in the country.