



Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management (Praeger Studies in Political Communication)

Michael John Burton, Daniel M. Shea

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A lively, comprehensive exploration of modern political campaign management in the Internet age, based on real-world practices and results of the 2006 and 2008 campaigns.

- A complete chronology details the evolution of modern campaign management
- Illustrations throughout the text help bring topics to life
- Clear concept maps clarify various targeting techniques
- A bibliography of sources further the reader's study of political campaigning

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