Winning Elections Political Campaign Management Strategy And Tactics

Navigating Gendered Terrain
The Victory Lab
Negative Campaigning
Political Management
Winning Elections Image and Emotion in Voter Decisions
How to Win a Local Election
Stagecraft and Statecraft
Political Communication
Alone Can Fix It
Winning Your Election
the Wellstone Way
How to Win an Election
Manipulated
The Election Game and How to Win It
Running for Office
Crowded Airwaves
Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management, 5th Edition
Thirty Years of Political Campaigning in Central and Eastern Europe
Modern Political Campaigns
Campaign Rules
The Political Campaign "How-to" Guide
Routledge Handbook of Political Management
Who Will Be the Next President?
Controlling the Message
Political Campaigning in the U.S.
The Political Campaign Desk Reference
How to Raise Money for Political Office: The Original Guide to Winning Elections Through Aggressive, Organized Fundraising
Campaign for President
Winning Political Campaigns
Running For Local Office For Dummies
Inside Campaigns
The Campaign Manager
The Perfect Tie
Inside the Campaign
Developing a Strategy for a Political Campaign
Campaigns and Elections American Style
Capturing Campaign Effects
Campaign Craft
The Digital Plan 2nd Edition
Campaign Finance Reform

"I wasn't lucky. I deserved it." - Prime Minister Margaret Thatcher
The Political Campaign "How-to" Guide is a book that offers step-by-step guidelines on how to win an election as well as providing answers to questions a candidate may have about campaign planning. Whether running for Chief, mayor, reeve, councillor, MLA, MP or trustee in an indigenous, provincial, federal, municipal or school board election, this detailed book will provide candidates with the knowledge they need to run a successful campaign. Nolan Crouse, MBA, CCMP(TM) served as councillor and mayor in Canada for 13 years. In this book, he shares the secrets to his success in winning four consecutive election campaigns. From making the initial decision to run for office, to putting together an effective campaign team and brand, to fundraising, door knocking, message delivery and advertising – all the way to election day and beyond – this book offers valuable tips, insights, knowledge and tactics that have been proven to be useful and effective. Complete with checklists, great stories, images and examples, The Political Campaign "How-to" Guide is a must-read for anyone with an interest in running for public office for the first time or running for re-election in Canada. Most of the key principles also apply to all orders of elected office in the United States and many other democracies around the world.

This is your first and last stop for everything you need to know about winning the political game in the modern world of expensive, competitive campaigning.

Drawing on his years working for John Kennedy, Lyndon Johnson, Hubert Humphrey and others, political manager Joe Napolitan takes a fascinating look back at mass media in the 1960s and 70s in this informal memoir. He concludes that candidates' success in elections has less to do with issues and more about how they present themselves on television.

How to Win an Election is an ancient Roman guide for campaigning that is as up-to-date as tomorrow's headlines. In 64 BC when idealist Marcus Cicero, Rome's greatest orator, ran for consul (the highest office in the Republic), his practical brother Quintus decided he needed some no-nonsense advice on running a successful campaign. What follows in his short letter are timeless bits of political wisdom, from the importance of promising everything to everybody and reminding voters about the sexual scandals of your opponents to being a chameleon, putting on a good show for the masses, and constantly surrounding yourself with rabid supporters. Presented here in a lively and colorful new translation, with the Latin text on facing pages, this unashamedly pragmatic primer on the humble art of personal politicking is dead-on (Cicero won)--and as relevant today as when it was written. A little-known classic in the spirit of Machiavelli's Prince, How to Win an Election is required reading for politicians and everyone who enjoys watching them try to manipulate their way into office.

As the 2008 presidential race dominates political discussion and media coverage worldwide, thousands of lesser-known local contests are being hard-fought in our neighborhoods, cities, and states. Winning Your Election the Wellstone Way is based on the work of Wellstone Action, a leading-edge progressive training center that has
Instructed thousands of political activists, campaign managers, and volunteers, of whom more than two hundred have gone on to run for office and win. Jeff Blodgett and Bill Lofy analyze the crucial lessons learned from many successful (and several losing) campaigns and demystifies what it takes to run for and win a political seat.

In this book, a distinguished group of presidential campaign staff, journalists, and political observers take us inside the 2016 race for the Republican and Democratic nominations and general election, guiding us through each candidate's campaign from the time each candidate announced his or her intention to seek the presidency through the primaries, conventions, and up to election day. Meeting under the auspices of the Harvard University’s Institute of Politics, the candid discussion allows us to learn about the motivations of each candidate, strategies they deployed, and lessons they learned. In addition, representatives from the major SUPERPACS share their strategies and evaluate their impact in an election characterized by unprecedented campaign spending. Campaign for President: The Managers Look at 2016 is essential reading for anyone interested in the inner workings of national political campaigns.

This is an advanced guide to running political campaigns. It provides invaluable, practical advice from the leading pros in the industry.

Drawing on a decade of their own research from the 2000 to 2012 U.S. presidential elections, Renita Coleman and Denis Wu explore the image presentation of political candidates and its influence at both aggregate and individual levels. When facing complex political decisions, voters often rely on gut feelings and first impressions but then endeavor to come up with a “rational” reason to justify their actions. Image and Emotion in Voter Decisions: The Affect Agenda examines how and why voters make the decisions they do by examining the influence of the media’s coverage of politicians’ images. Topics include the role of visual and verbal cues in communicating affective information, the influence of demographics on affective agenda setting, whether positive or negative tone is more powerful, and the role of emotion in second-level agenda setting. Image and Emotion in Voter Decisions will challenge readers to think critically about political information processing and a new way of systematically thinking about agenda setting in elections.

The Digital Plan is here to get you the BIG WIN. From running an election to growing a nonprofit, fundraising for a cause, or even just creating your own brand from scratch, empowering your organization online is key to success. Every platform and interface - social media, email, websites, video, blogs, digital advertising, and more - have strengths that you can play to, with a strategic plan leading the way. The second edition is full of case studies and advice from Obama and Hillary campaigners, nonprofit leaders, designers, directors, filmmakers and everything in-between. This book is for you if you want to talk digital, and especially for you if you want to dominate digital. We’ve packaged all the latest and greatest of organizing, planning, and strategy for you to accelerate into your goals with confidence. If you’re clear about what you want, then The Digital Plan will get you there. The Digital Plan is all about empowering YOU to win campaigns, launch information into digital space, and understand how (and why) digital strategy is integral to community building. From platforms and tactics to planning and engagement, this book will cover a wide variety of topics with the most up-to-date strategic advice from experts in the field: Social Media Email Engagement Data and Analytics Video Production SMS Website Development Blogs and Storytelling Design Digital Organizing And more! Consider The Digital Plan a launchpad to your success, and remember to join our online community for talks, Q&A’s, templates and updated strategy for a dynamic digital future. Welcome to our community, we hope to interact with you soon! “We believe the strength of digital strategy is in organizing and integrating diverse voices, which is why this edition includes over 30 case studies, anecdotes, and tips from CEO’s, activists, and some of the leading digital strategists across various industries. We've expanded this edition to include new chapters on The Engagement Cycle and SMS, and this edition is also redesigned to make your learning experience as effortless as possible.” - Katrina Mendoza, Editor

An energetic assessment of how a team of academics, statisticians and strategists are reshaping today’s political campaigns explores war room strategies based in behavioral psychology and randomized experiments, offering insight into the campaigns currently being run such political figures as Barack Obama, Rick Perry and Mitt Romney.

"Provides readers with a comprehensive yet concise and accessible overview of modern U.S. election campaign planning."
Inside the Campaign is a behind-the-scenes look at the people involved in an election campaign and the work they do. Each chapter reveals the duties and obstacles faced during the heat of a campaign. Practitioners and political scientists collaborate to present real-world insights that demystify over a dozen occupations, including campaign chairs, fundraisers, advertisers, platform designers, communication personnel, election administrators, political staff, journalists, and pollsters. Inside the Campaign provides an inside look at, and unparalleled understanding of, the nuts and bolts of running a federal campaign in Canada.

Campaign Finance Reform: The Political Shell Game provides an in-depth look at the history of political campaign finance reform with special emphasis on legislative, FEC, and federal court actions from the 1970s to present. In particular, the authors examine the ways that campaigns and independent groups have sought to make end-runs around existing campaign finance rules.

An instant #1 New York Times bestseller. The definitive behind-the-scenes story of Trump's final year in office, by Phil Rucker and Carol Leonnig, the Pulitzer-Prize winning reporters and authors of A Very Stable Genius.

“Chilling.” – Anderson Cooper “Jaw-dropping.” – John Berman “Shocking.” – John Heilemann “Explosive.” – Hallie Jackson “Blockbuster new reporting.” – Nicolle Wallace “Bracing new revelations.” – Brian Williams “Bombshell reporting.” – David Mui The true story of what took place in Donald Trump's White House during a disastrous 2020 has never before been told in full. What was really going on around the president, as the government failed to contain the coronavirus and over half a million Americans perished? Who was influencing Trump after he refused to concede an election he had clearly lost and spread lies about election fraud? To answer these questions, Phil Rucker and Carol Leonnig reveal a dysfunctional and bumbling presidency’s inner workings in unprecedented, stunning detail. Focused on Trump and the key players around him—the doctors, generals, senior advisers, and Trump family members—Rucker and Leonnig provide a forensic account of the most devastating year in a presidency like no other. Their sources were in the room as time and time again Trump put his personal gain ahead of the good of the country. These witnesses to history tell the story of him longing to deploy the military to the streets of American cities to crush the protest movement in the wake of the killing of George Floyd, all to bolster his image of strength ahead of the election. These sources saw firsthand his refusal to take the threat of the coronavirus seriously—even to the point of allowing himself and those around him to be infected. This is a story of a nation sabotaged—economically, medically, and politically—by its own leader, culminating with a groundbreaking, minute-by-minute account of exactly what went on in the Capitol building on January 6, as Trump’s supporters so easily breached the most sacred halls of American democracy, and how the president reacted. With unparalleled access, Rucker and Leonnig explain and expose exactly who enabled—and who foiled—Trump as he sought desperately to cling to power. A classic and heart-racing work of investigative reporting, this book is destined to be read and studied by citizens and historians alike for decades to come.

The go-to source on campaign management for nearly two decades is now updated to cover the latest in contemporary campaign expertise from general strategy to voter contact to the future of political campaigns. • Updates readers on rapidly evolving campaign strategy and tactics • Offers the ideal balance between practical perspectives and scholarly literature • Includes fresh information on political polarization, strategic technologies, and online tools, along with coverage of the debate between advocates of ballot access and voter integrity • Examines non-candidate players such as Super PACs and educational non-profits

A small dolphin on the ankle, a black line on the lower back, a flower on the hip, or a child’s name on the shoulder blade—among the women who make up the twenty percent of all adults in the USA who have tattoos, these are by far the most popular choices. Tattoos like these are cute, small, and can be easily hidden, and they fit right in with society’s preconceived notions about what is ‘gender appropriate’ for women. But what about women who are heavily tattooed? Or women who visibly wear imagery, like skulls, that can be perceived as masculine or ugly when inked on their skin? Drawing on autoethnography, and extensive interviews with heavily tattooed women, Covered in Ink provides insight into the increasingly visible subculture of women with tattoos. Author Beverly Thompson visits tattoo parlors, talking to female tattoo artists and the women they ink, and she attends tattoo conventions and Miss Tattoo pageants where heavily tattooed women congregate to share their mutual love for the art form. Along the way, she brings to life women’s love of ink, their very personal choices of tattoo art, and the meaning tattooing has come to carry in their lives, as well as their struggles with gender
norms, employment discrimination, and family rejection. Thompson finds that, despite the stigma and social opposition heavily tattooed women face, many feel empowered by their tattoos and strongly believe they are creating a space for self-expression that also presents a positive body image. A riveting and unique study, Covered in Ink provides important insight into the often unseen world of women and tattooing. Instructor's Guide

Everything you need to know about Vote by Mail! Successful campaign manager and three-term mayor of Ashland, Oregon, Catherine Shaw presents the must-have handbook for navigating local campaigns. This clear and concise handbook gives political novices and veterans alike a detailed, soup-to-nuts plan for organizing, funding, publicizing, and winning local political campaigns. Finding the right message and targeting the right voters are clearly explained through specific examples, anecdotes, and illustrations. Shaw also provides in-depth information on assembling campaign teams and volunteers, canvassing, how to conduct a precinct analysis, and how to campaign on a shoestring budget. The Campaign Manager is an encouraging, lucid presentation of how to win elections at the local level. The sixth edition has been fully revised to include new and expanded coverage of contemporary campaign management-from digital ads and new social media tools to data-driven voter targeting tactics and vote by mail strategies.

Capturing Campaign Effects is the definitive study to date of the influence of campaigns on political culture. Comprising a broad exploration of campaign factors (debates, news coverage, advertising, and polls) and their effects (priming, learning, and persuasion), as well as an impressive survey of techniques for the collection and analysis of campaign data, Capturing Campaign Effects examines different kinds of campaigns in the U.S. and abroad and presents strong evidence for significant campaign effects. "Capturing Campaign Effects is an accessible and penetrating account of modern scholarship on electoral politics. It draws critical insights from a range of innovative analyses." --Arthur Lupia, University of Michigan "What a wonderful way to usher in the new era of election studies! This book spotlights fascinating paradoxes in the literature of voting behavior, highlights many promising approaches to resolving those paradoxes, and shows how these strategies can yield important findings with terrific payoffs for our understanding of contemporary democracy. Fasten your seatbelts, folks: scholarship on elections is about to speed up thanks to this collection of great essays." --Jon Krosnick, Stanford University "The past decade has seen a renewed interest in understanding campaign effects. How and when do voters learn? Does the election campaign even matter at all? Capturing Campaign Effects draws on leading political scientists to address these matters. The result is a collection that will become the major reference for the study of campaigns. The lesson that emerges is that campaigns do affect voter decision making, usually for the better." --Robert S. Erikson, Columbia University Henry E. Brady is Class of 1941 Monroe Deutsch Professor of Political Science and Public Policy, and Director of the Survey Research Center at the University of California, Berkeley. Richard Johnston is Professor and Head of Political Science and Distinguished University Scholar at the University of British Columbia.

Cybersecurity expert Theresa Payton tells battlefront stories from the global war being conducted through clicks, swipes, internet access, technical backdoors and massive espionage schemes. She investigates the cyberwarriors who are planning tomorrow’s attacks, weaving a fascinating yet bone-chilling tale of Artificial Intelligence mutations carrying out attacks without human intervention, "deepfake" videos that look real to the naked eye, and chatbots that beget other chatbots. Finally, Payton offers readers telltale signs that their most fundamental beliefs are being meddled with and actions they can take or demand that corporations and elected officials must take before it is too late. Payton reveals: How digital voting machines, voting online, and automatic registration may boost turnout but make us more vulnerable to cyberattacks. How trolls from Russia and other nations actively stroke discord among Americans in falsely-generated controversies over race relations, vaccinations, fracking, and other social issues. Whether what we have uncovered from the Mueller investigation so far is only what they wanted us to know.

Used in campaigns and classrooms throughout the United States, The Political Campaign Desk Reference is synonymous with planning and winning. Whether you are a candidate for office or just helping a campaign, the Political Campaign Desk Reference will make your team stronger. From planning the early stages of the campaign and asking the basic questions to mapping out the campaigns winning message and building a budget and time line, the Political Campaign Desk Reference covers it all. A entire chapter dedicated to fundraising will help every organization become better at raising money. If you have The Political Campaign Desk Reference, be glad. If your opponent has The Political Campaign Desk Reference, then get a copy for yourself.
Political advertising plays a key role in modern electioneering and has formed part of political campaigns since the earliest federal elections were held in the United States. As modes of mass communication have evolved, so have the venues for campaign advertising—from newspapers to radio and television, and today, the Internet. Not only have the outlets for political advertising expanded over the past twenty years, so have the number of groups using it to convey information and advance their points of view. Because political advertising has become such a pervasive medium for candidates, political parties, and special interest groups, understanding its role in election campaigns becomes all the more important. Crowded Airwaves gathers some of the most significant new work in American political advertising and communication. The contributors provide an objective and balanced analysis of political advertising: its causes, its growth, and its consequences on elections in the United States. The chapters in this volume tackle three of the most interesting and most complicated issues in political advertising today: the characterization of ads and the need to measure their impact; the agenda-setting and priming effects of ads; and the role and implications of issue advertising for the electorate. The contributors focus in particular on the effects and consequences of negative advertising. Crowded Airwaves will appeal to readers who are interested in political campaigns and communication. It will be of special importance to those concerned with the tone and content of electoral campaigns and political discourse.

Discusses the details of planning and organizing a campaign, recruiting staff and volunteers, and making effective use of literature, mailing lists, newspapers, radio, and TV

This edited volume maps the development of the use of political campaigning and marketing techniques in countries of the former Communist Bloc over the last thirty years. Focusing on the shift from propaganda to political marketing, and from manipulation to persuasion, the book consists of a series of case studies of countries in Central Europe, Eastern Europe, the Baltics, and the Balkans that outline the history, development and current state of political marketing in each country. The authors explore political parties and their behaviour ahead of elections, and show the changes in political culture and practices that parties have undergone in order to create more or less successful campaigns.

Inside Campaigns: Elections Through the Eyes of Political Professionals offers readers a detailed, thoroughly researched examination of U.S. political campaigns. Through the eyes of more than 100 campaign managers and political professionals, it takes a behind-the-scenes look at the ways campaigns are managed, the strategies that are employed, the roles played by both staff and the candidates, and all the ways campaigns affect election outcomes. The expert author team of William J. Feltus, Kenneth M. Goldstein, and Matthew Dallek provide guidance drawn from actual campaign case studies, contribute their own data-backed assessment of the current state of modern political campaign management, and offer a trove of observations and war stories. Interviewees include high-profile professionals such as David Axelrod, Ken Mehlman, James Carville, and Kevin Sheekey, as well as lesser-known political journeymen and women who manage America’s state and local campaigns. Democrats and Republicans are evenly represented, giving students a balanced, unique and valuable insight into how campaigns operate.

In his 15 years of reporting political campaigns, Bike witnessed mistakes that cost candidates not only their elections, but their credibility as well. He now explains how candidates can use creativity and hard work to avoid the mistakes. He offers specific, practical advice on such topics as advertising, alliances, campaign literature, comportment, debates, events, fieldwork, fundraising, the headquarters, legal issues, the media kit, organization, polling, research, and speeches. Annotation copyrighted by Book News, Inc., Portland, OR

America may be the most election-crazed nation in the world, boasting roughly 500,000 elected positions nationwide. Americans use elections not only to select candidates, but to directly change government policy as well. Campaign Rules provides political activists, researchers, and all citizens an easy-to-use reference tool to help sort out the dizzying breadth of state-based electoral rules.

This book examines media events and advance in political communication from Kennedy through Obama by exploring the way media events are conceived and staged, the strategy and tactics advance staffers use to manage the news media, the functions of media events, the implications of politically communicating by media event, and the way scholars and students can analyze media events.
From the presidential level down, men and women who run for political office confront different electoral realities. In her probing study, Navigating Gendered Terrain, Kelly Dittmar investigates how gender influences the campaign strategy and behavior of candidates today. Concurrently, she shows how candidates' strategic and tactical decisions can influence the gendered nature of campaign institutions. Navigating Gendered Terrain addresses how gender is used to shape how campaigns are waged by influencing insider perceptions of and decisions about effective campaign messages, images, and tactics within party and political contexts. Dittmar uses survey information and interviews with candidates, political consultants, and other campaign professionals to reveal how gender-informed advertising, websites, and overall presentation to voters respond to stereotypes and perceptions of female and male candidates. She closes her book by offering a feminist interpretation of women as candidates and explaining how the unintended outcomes of political campaigns reinforce prevailing ideas about gender and candidacy.

Negative campaigning is frequently denounced, but it is not well understood. Who conducts negative campaigns? Do they work? What is their effect on voter turnout and attitudes toward government? Just in time for an assessment of election 2004, two distinguished political scientists bring us a sophisticated analysis of negative campaigns for the Senate from 1992 to 2002. The results of their study are surprising and challenge conventional wisdom: negative campaigning has dominated relatively few elections over the past dozen years, there is little evidence that it has had a deleterious effect on our political system, and it is not a particularly effective campaign strategy. These analyses bring novel empirical techniques to the study of basic normative questions of democratic theory and practice.

How to Raise Money for Political Office will teach you how to gain a significant financial advantage over your opponent by letting you in on the secrets most paid political consultants don’t want you to know. Developing a campaign narrative, budgeting, prospecting for donors, building a finance committee, and organizing your campaign office are all crucial to your success. Learn how to build a war chest with outstanding events, compelling letters, and engaging online fundraising. It’s all inside.

Get ready to run for—and win—that local election! In the land of opportunity, just about anyone who qualifies as an elector can seek public office. Some do it on a whim, some are urged to run, and some want to use their time and talents to make a difference in their local community. If you want to know how to prepare for a run, which steps to take beforehand, and how the process goes from announcement to campaigning to election day to the swearing-in ceremony—this book has you covered. Find out what it’s like to run for local office as a first-time candidate Explore the introspection required and the study necessary to make such a run effective Deal with marketing, fundraising, interacting with the public, and dealing with opponents Encourage and help others to make a run for local office Though only one person ultimately wins a seat, nobody does it without a wide network of support. Running For Local Office For Dummies is your ticket to navigating every step on the road to winning that election.

Now in its sixth edition, Political Campaign Communication provides a realistic understanding of the strategic and tactical communication choices candidates and their staffs must make as they wage an election campaign. Trent and Friedenberg's classic text has been updated throughout to reflect recent election campaigns, including 2004 and 2006 as well as the early stages of 2008. A new chapter focuses on the use of the Internet. Political Campaign Communication continues to be a classroom favorite—a thoroughly researched, insightful, and reader-friendly text.

This book addresses the peculiarities of the current presidential election system not yet addressed in other publications. It argues that any rules for electing a President that may have a chance to replace the current ones should provide an equal representation of states as equal members of the Union, and of the nation as a whole. This book analyzes the National Popular Vote plan and shows that this plan may violate the Supreme Court decisions on the equality of votes cast in statewide popular elections held to choose state electors. Thus, the National Popular Vote plan may violate the Equal Protection Clause of the Fourteenth Amendment. The book proposes a new election system in which the will of the states and the will of the nation as a whole are determined by direct popular elections for President and Vice President in the 50 states and in D.C. This system a) would elect President a candidate who is the choice of both the nation as a whole and of the states as equal members of the Union, b) would let the current system elect a President only if no such candidate exists, and c) would
encourage the candidates to campaign nationwide. From the contents: The initial design of the Electoral College: basic ideas, logical mistakes, and overlooked problems.- The Electoral College today.- Curbing contingent elections.- Inconvenient facts about the Electoral College.- The Electoral College and campaign strategies.- The National Popular Vote plan: a brilliant idea or a dead-on-arrival delusion?.- Equalizing the will of the states and the will of the nation.- Conclusion.

It may seem like some candidates win elections simply because of their passion for an issue or their innate ability to connect with voters. In reality, successful political campaigns require a winning strategy. This compelling book gives readers an introduction to how political candidates develop campaign strategies, create a central message, develop a winning campaign team, connect with voters, and ultimately win elections. Profiles of young activists who have successfully organized people in their communities to advance a political cause provide inspiration for readers to get involved in the political process themselves.

A comprehensive guide to and analysis of modern political campaign communication.

In The Perfect Tie: The True Story of the 2000 Presidential Election, James Ceaser and Andrew Busch continue their study of national elections and their broader implications for American politics and society. With groundbreaking research of electoral politics and penetrating discussions of divided government, independent candidates, party platforms, realignment theory, the electoral college, and campaign strategies, Ceaser and Busch attempt to make sense of the 2000 presidential election. By separating myth from fact in presidential contests and by emphasizing the significance of frequently overlooked issues, such as foreign policy, this book is essential reading for courses in American Government, Campaigns and Elections, and Presidential Politics, as well as for any American interested in the real and lasting importance of the 2000 elections.

Political Management lays out the core tools to manage government, campaigns and parties. The first book to combine management concepts with politics and government, it provides core theories for what Political Planning, Political HR, Political Organising, Political Leadership and Political Reviewing involve, illustrated with high level political practitioner interviews, examples and political documents. The text presents the 4 Ds of Political Management - Deliberating, Designing, Doing and Dancing - to convey that Political Management is more of a dance than a march. Even presidents and prime ministers do not have enough formal authority to control the myriad of practitioners, players, processes and policies involved in 21st century governance. In this book, the author demonstrates why political practitioners in campaign teams, parties, government departments and political offices need political management tools to utilise the resources they have available and overcome multiple obstacles that practical politics presents. By offering a clear sense of what political management involves and providing the theoretical frameworks to be used in empirical research, this book will stimulate significant future study. It will be invaluable to practitioners, scholars and students in politics, government, policy, leadership, management, public administration, and political management.

Michael D. Cohen, a 20+ year veteran of working on, teaching, and writing about political campaigns, takes readers through how campaigns are organized, the state-of-the-art tools of the trade, and how some of the most interesting people in politics got their big break.

The Routledge Handbook of Political Management is a comprehensive overview of the field of applied politics, encompassing political consulting, campaigns and elections, lobbying and advocacy, grass roots politics, fundraising, media and political communications, the role of the parties, political leadership, and the ethical dimensions of public life. While most chapters focus on American politics and campaigns, there are also contributions on election campaigns in Europe, the Middle East, Russia, Australia, East Asia, and Latin America. In addition to a thorough treatment of campaign and elections, the authors discuss modern techniques, problems, and issues of advocacy, lobbying, and political persuasion, with a special emphasis throughout the volume on technology, the Internet, and online communications as political tools. Grounded in the disciplines of political science, political communications, and political marketing, the Routledge Handbook of Political Management explores the linkages between applied politics and social science theory. Leading American and international scholars and practitioners provide an exhaustive and up-to-date treatment of the state of this emerging field. This publication is a major resource for advanced undergraduates, graduate students, and scholars of campaigns, elections, advocacy, and applied politics, as well as for political management professionals.
Following one of the most contentious and surprising elections in US history, the new edition of this classic text demonstrates unequivocally: Campaigns matter. 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 voters, the evolving landscape of campaign finance and election laws, and the increasing diversity of the role of media in elections. Offering a unique and careful mix of Democrat and Republican, academic and practitioner, and male and female campaign perspectives, this volume scrutinizes national and local-level campaigns with a special focus on the 2016 presidential and congressional elections and what those elections might tell us about 2018 and 2020. Students, citizens, candidates, and campaign managers will learn not only how to win elections but also why it is imperative to do so in an ethical way. Perfect for a variety of courses in American government, this book is essential reading for political junkies of any stripe and serious students of campaigns and elections. Highlights of the Fifth Edition Covers the 2016 elections with an eye to 2018 and 2020. Explains how Trump won the presidency, the changes in campaign tactics as a result of changing technology, new techniques to target and mobilize voters, the evolving landscape of campaign finance and election laws, and the increasing diversity of the role of media. Includes a new part structure and the addition of part introductions to help students contextualize the major issues and trends in campaigns and elections.

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