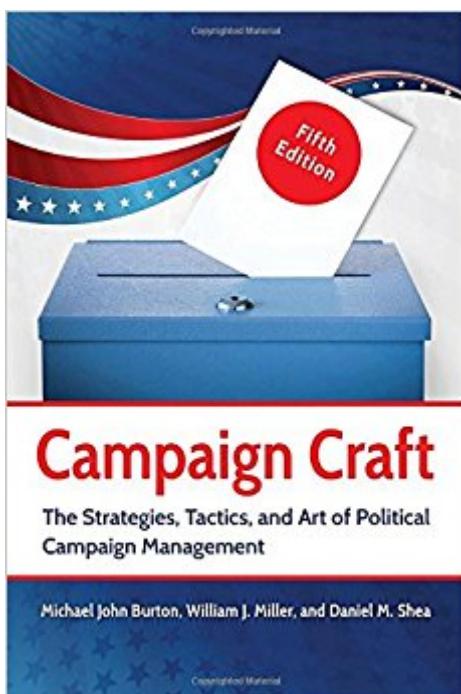


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# Campaign Craft: The Strategies, Tactics, And Art Of Political Campaign Management, 5th Edition



## **Synopsis**

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. Offers 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

## **Book Information**

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## **Customer Reviews**

Michael John Burton, PhD, is associate professor of political science at Ohio University where he teaches elections and campaigns, political leadership, and political research methods. William Miller, PhD, is director of Institutional Research and Effectiveness at Flagler College, Saint Augustine, FL. Daniel M. Shea, PhD, is professor of government and director of the Goldfarb Center for Public Affairs and Civic Engagement at Colby College, Waterville, ME.

I am a doctoral candidate so I understand the inside knowledge of scholarly literature. This book is in direct relation to the latter. However, it is important to NOT confuse this book for a "how to" guide. It is not. It is primarily a large detailed literature review. It does not necessarily include studies that showed why specific things worked while others did not. This was a flaw. Although there are some

examples there were no real comparisons because the book is not a research study i.e no meta analysis. There are few things I marked in the book that related to practical uses in campaign management but I will strongly state the title of the book will be misleading to many. THIS IS NOT A HOW TO BOOK.

As a long time political campaign operative, this is one of the better books out there. Helpful information.

It's okay. Focuses too much on big, presidential elections rather than local elections. So if you're trying to learn the craft of running mayoral, council or ballot initiatives, this book would not be helpful for you.

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