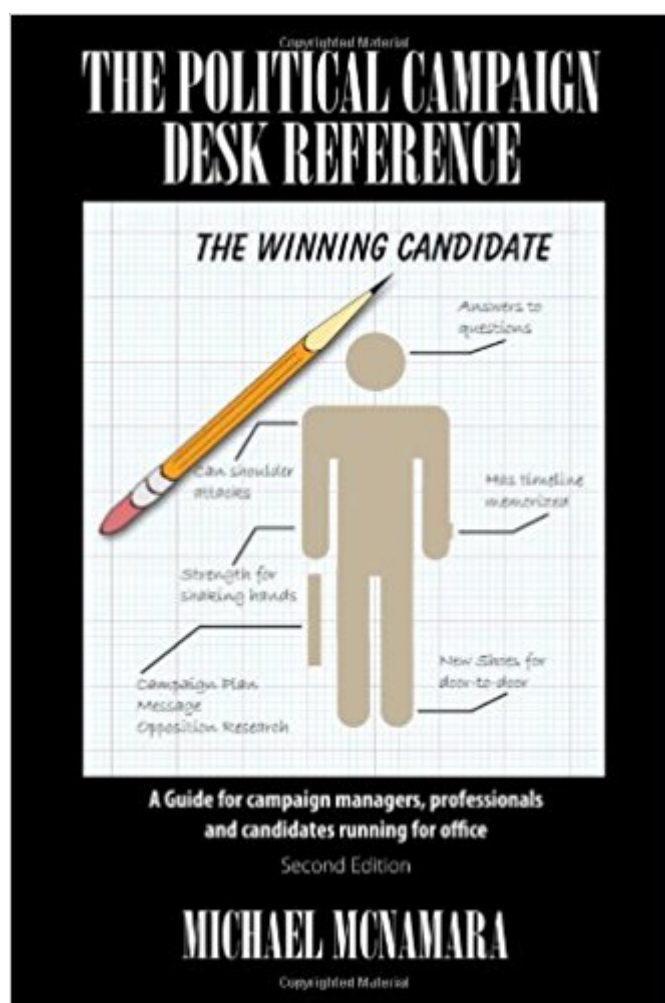


The book was found

The Political Campaign Desk Reference: A Guide For Campaign Managers, Professionals And Candidates Running For Office



Synopsis

Do builders construct buildings without a blueprint? Is it wise to go on a long road trip without mapping the route ahead of time? Campaigns are no different - they need a plan to be successful. Used in campaigns and classrooms nationwide, The Political Campaign Desk Reference has become the guide that many campaign professionals use during every election. The Political Campaign Desk Reference will guide campaigns through the process of building a campaign plan. In addition, this guide will help campaigns craft a winning message for use on television, Internet, social media, direct mail, telephone, radio and nearly every medium available. This second edition of the Political Campaign Desk Reference incorporates a greater discussion of technology, social networking, and fundraising as well as the difference between strategy and tactics. The Political Campaign Desk Reference also details the need for opposition research, how to gather that information, and when it is appropriate to use that information. The author, Michael McNamara, is a professional with over 17 years of experience in campaigns and elections. He has helped numerous candidates at the local, regional, state, and national level. McNamara has worked with individuals seeking office, organizations seeking levies, and businesses working to change local ordinances. The Political Campaign Desk Reference is the book you want on your side and the book that you do not want your opponent to have.

Book Information

Paperback: 278 pages

Publisher: Outskirts Press (May 24, 2012)

Language: English

ISBN-10: 1432787322

ISBN-13: 978-1432787325

Product Dimensions: 6.1 x 0.6 x 9.2 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 21 customer reviews

Best Sellers Rank: #58,487 in Books (See Top 100 in Books) #40 in [Books > Politics & Social Sciences > Politics & Government > Political Science > Reference](#) #111 in [Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Elections](#) #1058 in [Books > Self-Help > Success](#)

Customer Reviews

As a student I absolutely loved this book! Now as a professional in the field, I frequently reference

this book whenever I need guidance or grounding!

It presents every single aspect of a campaign. It a very complete work, mainly for those who are beginners at this area.

Someone close to me is running a campaign soon and I bought a copy to study before we announce. I liked it so much, I bought a second copy for the candidate.

Super great read loved the book and find its an easy page turner, very practical and its clear the writer has been round the block a few times.

Very instructive.

This book teaches you everything you need to know to start a political campaign.

Good basic read...

Like it or not, this does give good advice.

[Download to continue reading...](#)

The Political Campaign Desk Reference: A Guide for Campaign Managers, Professionals and Candidates Running for Office Running for Office: The Strategies, Techniques and Messages Modern Political Candidates Need to Win Elections Your Office: Microsoft Office 2016 Volume 1 (Your Office for Office 2016 Series) Law, Liability, and Ethics for Medical Office Professionals (Law, Liability, and Ethics Fior Medical Office Professionals) 2017 Physicians' Desk Reference 71st Edition (Physicians' Desk Reference (Pdr)) PDR: Physicians Desk Reference 2010 (Physicians' Desk Reference (Pdr)) The Campaign Manager: Running and Winning Local Elections (Campaign Manager: Running & Winning Local Elections) Winning Your Election the Wellstone Way: A Comprehensive Guide for Candidates and Campaign Workers The Oxford American Desk Thesaurus (Oxford Desk Reference Series) My Running Journal: Bubble Man Running, 6 x 9, 52 Week Running Log ICMI's Pocket Guide to Call Center Management Terms: The Essential Reference for Contact Center, Help Desk and Customer Care Professionals How to Start a Family Office: Blueprints for setting up your single family office (Family Office Club Book Series 3) Your Office: Microsoft Access 2016 Comprehensive (Your Office for Office 2016 Series) Your Office:

Microsoft Excel 2016 Comprehensive (Your Office for Office 2016 Series) HOW 13: A Handbook for Office Professionals (How (Handbook for Office Workers)) Illustrated Microsoft Office 365 & Office 2016 for Medical Professionals, Loose-leaf Version Art and Science of Diabetes Self-management Education: A Desk Reference for Healthcare Professionals Crowdfunding: How to create and launch an EPIC campaign How to raise money by running an amazing online campaign Hack your way to crowdfunding success with a top secret Financial Management for Nurse Managers and Executives, 4e (Finkler, Financial Management for Nurse Managers and Executives) Games, Strategies, and Managers: How Managers Can Use Game Theory to Make Better Business Decisions

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)