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\* 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

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\* 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

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Draw a half-circle, divided into wedges. Place those who most support your campaign on the left side of the spectrum; Use your maps and sticky papers, placing each target and stakeholder in a wedge according to their level of support for... Active allies: supportive and motivated to achieve your ...

CAMPAIGN STRATEGY | 10 tactics

Bringing to bear both academic and professional experience, they cover all aspects of present-day political campaigns from understanding the context of a particular campaign (national trends, the media market, demographic research, etc.) to strategic thinking (developing an overall theme and strategy), and to specific voter contact techniques (the tactical use of fundraising, paid media, free media--including the Internet--and get-out- the-vote drives).

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In practice, however, the terms “ tactics ” and “ techniques ” are often used interchangeably. Common campaigning techniques include the following: Campaign advertising (e.g. using posters, radio and TV announcements) Attracting media attention (e.g. with press conferences and stunts)

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

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 comprehensive guide to and analysis of modern political campaign communication.

A comprehensive guide to the analysis of modern political campaign communication, which covers issues such as the context of a particular campaign, strategic thinking and specific voter contact techniques. Examples from national and state level campaigns are provided.

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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

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

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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.

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

Frequent and fair elections, open to all, are fundamental elements of a democracy. The United States, through its local, state, and national contests, holds more elections, more often, than any other democracy in the world. But in recent years, there have been troubling signs that our system of campaigns and elections has become much more fragile than we had previously thought. More specifically, in the past twenty years, campaigns have changed profoundly: social media and viral messaging compete with traditional media, races once considered local in nature have become nationalized, Supreme Court decisions on campaign finance law now encourage mega-donors, voters are more polarized, party affiliation has waned, and the middle ideological ground has given way to extremist language and voter rage. Twice in sixteen years we have seen winning presidential candidates gaining fewer popular votes than their opponents. The fundamental right of every citizen to vote has been impeded by state legislatures demanding tighter access, more identification, and accusations of voter fraud. And we have faced the real threat of foreign influence in our national elections. This book offers the most up-to-date examination of campaigns and elections, including the challenges and opportunities they present. It addresses fundamental questions about who votes in American elections, how legislative districts are reapportioned and why it matters, the realities of voter fraud, the pros and cons of reforming the Electoral College, the impact of dark money on campaigns, and the role of political consultants and specialists, among other topics. Given the fragility of our election process, what are the threats to a healthy American democracy? Do the candidates with the most money always win? This is not simply a book on how campaigns are run, but why campaigns and elections are integral components of American democracy and how those fundamental elements may be vulnerable to misuse.

Get what you want, every time! Imagine a world where you are offered every job you seek; every business venture you undertake is successful; and every potential customer you approach buys your product. Now imagine that all of this can be achieved—ethically and honestly. All you need is the help of one battle-tested guide, *The Influence Game*. Former Washington, D.C. lobbyist Stephanie Vance dispenses everything she's learned about effective (and, believe it or not, honest) persuasion. Learn how to apply this power to any situation by using D.C. insider influence strategies and applying a step-by-step, easy-to-understand process for success. Learn how to develop and articulate effective goals Structure both long and short-term persuasion efforts Identify and research primary and secondary audiences Crafting those all important personal stories Stephanie Vance has seen the influence game from every angle. Follow her lead to get past being heard to the real goal of being agreed with.

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