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electoral campaigns, by which representatives are chosen or referendums are decided. In modern politics, the most high-profile political campaigns are focused on general elections and candidates for head of state or head ...

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Political campaign—Wikipedia

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and-bolts of American campaigns and elections in conjunction with academic theories and research. Sometimes the two views correspond quite closely—as when academic Paul Herrnson's research on volunteerism reinforces grassroots campaign specialist Will Robinson's experience

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with field operations at the local level. Other times, theory flies in the face of practice, as William Hamilton (campaign pollster) and Raymond Wolfinger (survey research specialist) reveal in essays on the use of campaign surveys. Sam Popkin embodies the essence of the book; he

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is a key academic who also played an important role in advising the Clinton campaign. The essays in this volume provide a real education in practical campaign politics. Academics and campaign professionals describe the innovation and reality of election campaigns as they have evolved over

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time to culminate in the 1992 phenomena of town meetings, bus tours, MTV, talk radio, infomercials, and focus groups. Especially relevant to the 1994 midterm elections, we see how campaign themes and strategy are set, how they are communicated, how advanced campaign tactics are



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Loretta Sanchez, Tennessee's Harold Ford, Jr., and Pennsylvania's Rick Santorum. The authors—both of whom have advised major political figures—combine original interviews, survey data, historical investigation, and first-hand observation of the candidates to reveal the inner

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distinct but related aspects of American electoral democracy—both the processes that constitute campaigns and elections and the players who are involved. In addition to balanced coverage of process and actors, it also gives equal billing to both campaigns and elections, and

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covers contests for legislative and executive positions at the national and state and local levels, including issue-oriented campaigns of note.

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new tactics are with us to stay, but that their potentially negative effects--rising campaign budgets and diminished citizen participation--may be mitigated by creative approaches to reform. Visit our website for sample chapters!

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