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**Winning Elections**-Ronald A. Faucheux  
2003-10-15

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

**Swinging the Mandate**-Dheeraj Sharma  
2016-09-05

Is Narendra Modi one of the most successful brands of our times? Was the historic AAP victory in Delhi actually a fluke? How do Indians vote and what influences them? Swinging the Mandate is a first-of-its-kind book on political campaign management in India. Prof Dheeraj Sharma, chair of marketing at IIM Ahmedabad, and Narayan Singh Rao discuss how sophisticated campaign management strategies have been utilized in recent elections in India. The book offers excellent case studies from the historic general elections of 2014 and the landslide victory of AAP in the 2015 Delhi elections. It also gives examples of some hard-fought elections in Europe and North America to demonstrate increasing use of principles of marketing and management in campaign management. Armed with comprehensive research and interesting case studies, this accessible book reveals how star campaigners are built, what the marketing mix for a political party looks like, and how elections are won in India.

**Campaigns and Elections American Style**-Candice J. Nelson 2018-08-22

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.

Local and State Political Campaign Management-Scott Wilcox 1996

The Campaign Manager-Catherine Marie Shaw 2010

The complete guide to executing successful local political campaigns, packed with expert insights and updates on current trends

Winning Elections with Political Marketing-Philip J Davies 2012-11-12

Find out the real impact political marketing has on the democratic process Winning Elections with Political Marketing is a unique look at the election process on both sides of the Atlantic, providing rare insight into how modern political communication and marketing strategies are used in the United States and the United Kingdom. The leading political researchers present a cross-section of their latest findings, augmented with easy-to-read tables, charts, and figures, and reinforced with extensive references and bibliographies. The book addresses the key issues that define the interplay between political marketing and the electorate in both countries, including advertising, research methods and cross-cultural research results, political choice behavior, imagery management, the integration of business and social science theory, and the impact of political marketing on democracy. While the national election cycles of the two countries may be fundamentally different, their election processes share one thing in common-a trend toward “permanent campaigning” through embedded marketing tactics that’s becoming standard practice in the United States and the United Kingdom. Winning Elections with Political Marketing examines the theoretical underpinnings of policy development, the characteristics of a successful political candidate, political marketing from the perspective of the voters, campaign finance regulations, and the effects of technological changes on political communication. Winning Elections with Political Marketing looks at: The Political Triangle determining market intelligence class, rhetoric, and candidate portrayal voter perceptions the role of President as party leader lobbying constituent communication voter behavior grass roots campaigns political consulting the Internet and e-newsletters the advantages of public funding and a study of the United States presidential primaries from 1976 to 2004 Winning Elections with Political Marketing is an essential resource for political practitioners, researchers, and scholars, candidates seeking political office, lobbyists, political action groups, public relations professionals, journalists, fundraisers, advertising specialists, and anyone with an interest in the political process.

So You Want to Win a Local Election? - Monochrome Edition-Jeff Ward 2020-09-10

Please note! This is the black and white paperback edition of the book. There are full color and Kindle editions also available! If you’re considering running for local office, look no further, ‘So You Want to Win a Local Election’ is the definitive book on the subject. Other entries provide only generic big picture advice, while this comprehensive text/workbook will guide you through every step of the electoral enterprise from why you want to run, to getting the paperwork right, to what makes a great campaign photograph, to how to set yard signs in frozen ground. Better yet, ‘So You Want to Win a Local Election’ covers the often-
overwhelming campaign process in a step-by-step outline format so you can digest one topic at a time. The chapters include: Why are you running? Pick a race you can win! The nominating paperwork You always need M.O.M. to win! Signs Social Media Targeting your voters The press and more! The chapter on voter data analysis is worth the price of this comprehensive manual alone. Best of all, through the liberal application of the author's well-regarded sense of humor, 'So You Want to Win a Local Election' is an easy and accessible read that's peppered with "Real-world" examples to drive the main points home in a very entertaining fashion. Put more simply, this is the only book you’ll need if you want to stay ahead of the competition and win that local race. Author and prize-winning former Chicago suburban Sun-Times columnist Jeff Ward has covered Illinois politics for more than 14 years. From the Mayor of Aurora, Illinois, to the Kane County, Illinois, Sheriff, Jeff parlayed that experience into a successful campaign management practice racking up an 88 percent winning track record in over 20 campaigns. He doesn't like to lose elections. So, whether you're aiming for city council or that coveted state senate seat, it’s like having a top-notch campaign manager at your side at all times at a fraction of the cost!

Routledge Handbook of Political Management - Dennis W. Johnson 2010-03-17

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.

What happened - Hillary Rodham Clinton 2017-10-03

Hillary Clinton over de meest onvoorspelbare presidentsverkiezingen uit de geschiedenis Dit is de Nederlandstalige editie van het indrukwekkende boek van Hillary Clinton over de meest onvoorspelbare presidentsverkiezingen uit de geschiedenis. Persoonlijke onthullingen over de strijd met Donald Trump, over de campagne, Russische inmenging en hoe ze het onverwachte verlies verwerkte. Een boek voor iedereen die wil begrijpen wat er echt is gebeurd in 2016. 'In het verleden had ik vaak het gevoel dat ik voorzichtig moest zijn in het openbaar. Alsof ik moest koorddansen zonder vangnet. Dat gevoel laat ik nu compleet varen. Ik zal alles vertellen.' - Hillary Rodham Clinton. Bevrijd van alle beperkingen in politiek opzicht, vertelt Hillary hoe het was om de eerste vrouwelijke presidentskandidaat te zijn in verkiezingen die werden gedomineerd door ongekende dieptepunten, wendingen die een romanschrijver niet had kunnen bedenken, Russische inmenging en een opponent die alle regels aan zijn laars lapte. In What happened vertelt ze hoe het was om het op te nemen tegen Donald Trump, welke fouten
ze maakte, hoe ze omging met alle kritiek die ze kreeg en hoe ze het onverwachte verlies verwerkte. Hillary Clinton verloor de verkiezingen, maar is bij lange na niet gebroken of verslagen. Met haar meest persoonlijke memoires tot nu toe richt ze zich tot iedereen die wil begrijpen wat er echt is gebeurd in 2016.

**Dit is geen propaganda** - Peter Pomerantsev 2019-09-24

We leven in een tijd van fake news. Social media als Facebook, Twitter en Instagram overspoelen ons met verzonnen nieuwsberichten die door trollen in fabieken aan de lopende band worden verzonnen. In haast onvoorstelbare hoeveelheden worden we als consumenten van nieuws dagelijks gebombardeerd met verhalen die in meer of mindere mate zijn verzonnen en toegespitst zijn op onze eigen voorkeuren. Dankzij algoritmes weten de makers van nepnieuws precies hoe ze ons moeten bedienen om ons te manipuleren. Zoals Joseph Goebbels zei 'Als je één keer liegt is het een leugen, als je het duizend keer doet, de waarheid.' Niet alleen machtige landen als de VS, Rusland en China maken zich hieraan schuldig: overal ter wereld ontdekken regimes de macht die nepnieuws - ingezet als propaganda - over de burger heeft. Peter Pomerantsev neemt de lezer, aan de hand van zijn eigen familiegeschiedenis in de Sovjet-Unie als parallel, mee op een reis rond de wereld. Van onopvallende flatgebouwen in buitenwijken van Moskou tot trotsentrepreneurs in de Fillipijnen die Duterte hielpen aan de macht te komen.

**The Newcomer's Guide to Winning Local Elections** - Terry A. Amrhein 2000-08-01

**WHAT THIS BOOK CONTAINS**
This book contains practical information on how to win elections in cities, towns and villages. The book was developed for those who are running, or are considering running, for a local office. The book is loaded with useful practical suggestions for both the new comer and the experienced politician. The book includes: How to develop campaign strategies Information you must have for the campaign Ways to get nominated for office How to conduct Door to Door campaigning — why is Door to Door so important — how to effectively organize Door to Door campaign How to develop and use Road Signs The importance of Campaign Flyers — how to develop campaign flyers — ways to entice the voter to read the campaign literature Other effective and easy campaign strategies Methods for Campaign Financing for small town elections Management methods for the campaign and What to do during Election Day The book also contains a summary of the New York State Election Law pertaining to electing candidates to office. For over twenty five years, Terry Amrhein has been an engineer and project manager for the General Electric and Lockheed Martin Corporations. Becoming a campaign manager for his wife in a small town election was natural for Terry who has years of experience in organizing and developing all sorts of projects. After three campaigns, Terry helped his wife become the first "Newcomer" elected in their town in over twenty years. This book tells how he did it!

**Political Management** - Jennifer Lees-Marshment 2020-06-01

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.

**Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management, 5th Edition**-Michael Burton 2015-06-23

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

**Encyclopedia of American Political Parties and Elections**-Larry Sabato 2009-01-01

This new volume contains all the material a reader needs to understand the American election process and its political parties. This complete A-to-Z reference guide covers the people, events, and terms involved in the electoral process. It also provides the history of elections in the United States, focusing primarily on the presidential elections. Appendix material includes the results for every presidential election.

**Presidential Campaign Communication**-Craig Allen Smith 2010-03-15

Major textbook introduction to the ways that the people of the US use the process of human communication to select their Presidents. Looks at the function and effects of talk about American presidential politics in everyday life.

**Elections Guide 2004-**

**The Electoral Challenge**-Stephen C. Craig 2010-07-27

What decides elections? Is it the national economic condition, voters’ partisan attachments, or the campaigns that candidates run? How much do campaigns matter? Scholars and political consultants will give you different answers. Stephen C. Craig and David B. Hill bring together the voices of both in this engaging volume, now updated to include the volatile and groundbreaking 2008 campaigns and elections. Each chapter features an essay from a top scholar in the field, followed by a response from political consultants. Contributors bring to bear the best literature and empirical evidence to determine what we know about the factors that drive election outcomes—all while inviting students to join in the conversation.

**How to Win Elections**-Jag Parvesh Chander 1991


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

**Political Parties in the Digital Age**-Guy
The Internet and “social media” may initially have been understood as just one more instrument politicians could employ to manage without political parties. However, these media cannot be reduced to being a tool available solely to politicians. The electronic media make reinforcement of the “glocalization” of the public/political sphere, a process already set in motion with the advent of television, and they can develop the trend even further.

**The Election Men**-David L. Rosenbloom 1973

**Consumer Democracy**-Margaret Scammell 2014-02-10

This book argues that marketing is inherent in competitive democracy, explaining how we can make the consumer nature of competitive democracy better and more democratic. Margaret Scammell argues that consumer democracy should not be assumed to be inherently antithetical to ‘proper’ political discourse and debate about the common good. Instead, Scammell argues that we should seek to understand it - to create marketing-literate criticism that can distinguish between democratically good and bad campaigns, and between shallow, cynical packaging and campaigns that at least aspire to be responsive, engender citizen participation, and enable accountability. Further, we can take important lessons from commercial marketing: enjoyment matters; what citizens think and feel matters; and, just as in commercial markets, structure is key - the type of political marketing will be affected by the conditions of competition.

**Elections and Party Management**-H. J. Hanham 1978

This book investigates how political parties from 12 European countries used Facebook to inform, interact with and mobilise voters at the 2019 European Parliament election. Following a joint theoretical framework and method, the results of a content analysis of more than 14,000 Facebook posts are presented. Country specific chapters are followed by analyses of European parties Facebook campaigning, the spread of populism and the use of Facebook ads by the parties. The final chapter compares all countries showing that campaigns are more strongly shaped by the national than by the European political context. Facebook is used for campaigning as usual; parties inform and persuade but neglect the platforms mobilisation and particularly interactive affordances.

**Campaigning in the Twenty-First Century**-Dennis W. Johnson 2016-02-12

In view of the 2016 US election season, the second edition of this book analyzes the way political campaigns have been traditionally run and the extraordinary changes that have occurred since 2012. Dennis W. Johnson looks at the most sophisticated techniques of modern campaigning—micro-targeting, online fundraising, digital communication, the new media—and examines what has changed, how those changes have dramatically transformed campaigning, and what has remained fundamentally the same despite new technologies and communications. Campaigns are becoming more open and free-wheeling, with greater involvement of activists (especially through social media) and average voters alike. At the same time, they have become more professionalized, and the author has experience managing and marketing the process. Campaigning in the Twenty-First Century illustrates the daunting challenges for candidates and professional consultants as they try to get their messages out to voters. Ironically, the more open and robust campaigns become, the greater is the need for seasoned, flexible, and imaginative professional consultants. New to the Second Edition Includes coverage of the 2012 and
2014 elections, looking ahead to 2016. Updates coverage of campaign finance since the landmark Citizens United Supreme Court decision. Adds to the discussion of demographic and technological changes in elections since 2012.

 Winning Elections-Dick W. Simpson 1972

 Political Consultants and Campaigns-Jason Johnson 2011-08-02

 Political Consultants and Campaigns: One Day to Sell examines the differences between how political science theory suggests campaigns should be run and how political consultants actually run campaigns. In the wake of consultants who effortlessly move from campaigners to policymakers, the dearth of knowledge about the attitudes, beliefs, and strategies of the consultants themselves is still a glaring absence in the analysis of American politics. How can we purport to know what is happening in American political campaigns if we don’t know what is on the minds of the men and women who run them? This book provides a clearer understanding of modern-day political campaigns by revealing what is on the minds of the people who run them. With original data from consultants, campaign managers, and professional campaign schools, author Jason Johnson examines consultant behavior on message formation, policy positioning, candidate recruitment, Internet strategy, and negative advertising and compares these practices to existing political science theory. This groundbreaking research makes Political Consultants and Campaigns: One Day to Sell a must-have resource for all students of American politics, campaign managers, or anyone interested in how political campaigns in America are run.

 The Spirit of Compromise-Amy Gutmann 2014-04-27

 To govern in a democracy, political leaders have to compromise. When they do not, the result is political paralysis—dramatically demonstrated by the gridlock in Congress in recent years. In The Spirit of Compromise, eminent political thinkers Amy Gutmann and Dennis Thompson show why compromise is so important, what stands in the way of achieving it, and how citizens can make defensible compromises more likely. They urge politicians to focus less on campaigning and more on governing. In a new preface, the authors reflect on the state of compromise in Congress since the book’s initial publication. Calling for greater cooperation in contemporary politics, The Spirit of Compromise will interest everyone who cares about making government work better for the good of all.

 Career Opportunities in Politics, Government, and Activism-Facts On File, Incorporated 2008

 The book tells you everything you need to know to start an career or change the direction of your current career in politics, government, or activism.


 This encyclopedia provides a real-world guide to American political journalism and news coverage in the 21st century, from the most influential media organizations and pundits to the controversies and practices shaping modern-day political journalism. • Offers impartial and objective coverage of the largest and most influential individuals and organizations in American political media • Explores the ways in which public officials and political activists attempt to spin news coverage • Shares in-depth surveys of hot-button issues concerning the practice of both journalism and politics in the modern era • Includes hard-hitting primary documents from well-known political and media figures that provide perspectives on what happens when the worlds of news and politics collide • Pulls from journalistic and scholarly work as well as firsthand accounts from biographies and
official statements to illuminate the intersection of media and politics for readers

Citizen-Soldier Handbook: 101 Ways Every American Can Fight Terrorism-Michael Mandaville 2009-02

"Citizen Soldier Handbook: 101 Ways for Every American to Fight Terrorism" is a How-To Guide for Americans to fight the greatest threat to Western Civilization - Radical Islam. Terrorists declared every man, woman and child to be a target. We have no choice but to become Citizen Soldiers. The Handbook's Five sections - Morale, Intelligence, Physical Training, Mental Training and Action - encourage Americans of all backgrounds, ages, and skills to do their part against Radical Islam. The Citizen Soldier Handbook is a Call to Arms in the spirit of Citizen Soldiers - at Lexington and Concord firing the 'Shot Heard Round the World' - brighten the glow of Freedom from the Torch of Liberty. "...". Citizen Soldier Handbook puts this power into the citizen's hands with knowledge about the threat of Radical Islam, how to empower yourself and how to use media to stop the threat of Radical Islam in the age of Information Warfare. This book will inspire you...." -John Ziegler Radio Show Host & Author "The Death of Free Speech" "We are engaged in a great war of Ideas - Freedom versus Tyranny, Democracy versus Islamic Totalitarianism. The weapon of ... is Information. As a writer, I understand the power of Ideas, Information and Humor. The Citizen-Soldier Handbook will help and inspire you, your friends, family, coworkers, fellow Americans to get the word out in dozens of ways." -Burt Prelutsky Former WGA President & Author "Conservatives Are From Mars, Liberals Are From San Francisco: 101 Reasons I'm Happy I Left the Left" "The Citizen-Soldier Handbook is an invaluable resource... at once an exhaustively researched compendium of strategies and a stirring reaffirmation of the meaning of citizenship, it is a clarion call to action in a time when too many have been lulled into a false sense of complacency." -Harry Stein - Author of "How I Accidentally Joined the Vast Right-Wing Conspiracy (and Found Inner Peace)" and is a Contributing Editor to "City Journal"...".this is more than a handbook. It is a call to action. In this age of information and internet warfare, everyone can be a Citizen Soldier and everyone can join the fight. The Citizen Soldier Handbook will show you the way." -Brandon L. Millett Chairman and Co-Founder, "The GI Film Festival," Washington D.C. The Citizen Soldier Handbook's Five Sections has 101 Actions (even more if you include subheadings ) urging Americans to take action in their Lives, Communities and the World to fight Radical Islam. Morale - Believe in the Greatness of America and Fight For Her Intelligence - Learn about Radical Islam, its Roots, Adherents, Beliefs and Dangers Physical Training - As Physical Beings, We Must Be in Shape to Take Action Mental Training - Steel Yourself for the Mission Ahead. Take Action - Take Action With Suggestions, Ideas, Techniques, Methods and Resources, Organizations and More.... This Book is a Match to Light The Torch of Freedom that You - America's Citizen Soldier - Must Hold High to Stop the Encroaching Darkness. The Fight Is Yours." Winning Elections-Amaechi Nzekwe 2000


Public opinion is an important factor affecting the political decision-making process. In almost every community, the ones in power—no matter what type of political system is established—want to be aware of the ideas and opinions of the rules regarding policies that they have implemented. The factors that take part in the determination of public opinion must be explored further. Political Propaganda, Advertising, and Public Relations: Emerging Research and Opportunities is an essential reference source that discusses public opinion on policies as well as political communication activities. Featuring research on topics such as campaign
management, branding, and political marketing, this book is ideally designed for campaign managers, social media managers, government officials, advertisers, media consultants, public relations specialists, researchers, politicians, academicians, and students seeking coverage on current technological trends and political communication.

Democracy for Hire - Dennis W. Johnson
2016-11-07

Though they work largely out of the public eye, political consultants—"image merchants" and "kingmakers" to candidates—play a crucial role in shaping campaigns. They persuaded Barry Goldwater to run for president, groomed former actor Ronald Reagan for the California governorship, helped derail Bill Clinton's health care initiative, and carried out the swiftboating of John Kerry. As Dennis Johnson argues in this sweeping history of political consulting in the United States, they are essential to modern campaigning, often making positive contributions to democratic discourse, and yet they have also polarized the electorate with their biting messages. During the nineteenth and early twentieth centuries, political campaigns were run by local political parties, volunteers, and friends of candidates; but as party loyalties among voters began to weaken, and political parties declined as sources of manpower and strategy, professional consultants swept in to fill the void. Political consulting emerged as a profession in the 1930s with publicists Leone Baxter and Clem Whitaker, the husband and wife team who built their business, in part, with a successful campaign to destroy Upton Sinclair's 1934 bid for governor of California. With roots in advertising and public relations, political consulting has since developed into a highly professionalized business generating hundreds of millions of dollars. In fact, some of the top campaign consulting firms have merged with others to form multinational public relations conglomerates, serving not just candidates but also shaping public advocacy campaigns for businesses and nonprofits. Johnson, an academic who has also worked on campaigns alongside the likes of James Carville and pollster Paul Begala, suffuses his history with the stories of the colorful characters who have come to define the profession of consulting, from its beginning to the present. More than just the story of the making of a political business, Democracy for Hire's wide-ranging history helps us to better understand the very contours of modern American politics.

The Politics of Representation - Associate Professor Department of Management Communication Juliet Roper 2004

As societies have become ever more complex, coupled with the increased power of the media, electoral campaigns have become a key focus of political communication research. In this important new book, an international team of experts critically examines issues of democratic representation in three culturally diverse nations whose governments are elected under systems of proportional representation - New Zealand, Germany, and Italy. The authors examine the power plays at work in the development and implementation of proportional representation in their respective countries and they consider the ways in which the electoral system has impacted election campaign strategies. The final chapter by Douglas Kellner (George F. Kellner Philosophy of Education Chair, Social Sciences and Comparative Education, UCLA) relates the issue to contemporary politics in the United States by using the 2000 U.S. presidential election to investigate the ways in which democracy is served, and disserved, by the electoral system.

Handbook of Party Politics - Richard S Katz
2006-01-26

The Handbook of Party Politics is the first book to comprehensively map the state-of-the-art in contemporary party politics scholarship. This major new work brings together the world's leading party theorists
We Change Europe! : the European Initiative, Art 8b(4) Treaty of Lisbon-Johannes W. Pichler 2008

In the wake of the ratification of the Constitution of Lisbon, the European Union must now also contend with the central question of a living democracy. Whereas during the French Revolution there was extensive bloodshed, today a new civilized culture of citizen participation has emerged: the European Citizens' Initiative. The initiative allows Europeans the formidable opportunity to actively participate in the shaping of their Union, to get involved and to be heard. The book is not merely a plea for a European Citizen's participation movement. Instead, by offering practical suggestions, it serves as a tangible guide for anyone planning a European-wide initiative. The book is completed by concrete recommendations to the European Union for promoting and monitoring a trans-European initiative. The book also pays special attention to the use of new media in the citizen participation process.

Independent Politics-Samara Klar 2016-01-19

The number of independent voters in America increases each year, yet they remain misunderstood by both media and academics. Media describe independents as pivotal for electoral outcomes. Political scientists conclude that independents are merely 'undercover partisans': people who secretly hold partisan beliefs and are thus politically inconsequential. Both the pundits and the political scientists are wrong, argue the authors. They show that many Americans are becoming embarrassed of their political party. They deny to pollsters, party activists, friends, and even themselves, their true partisanship, instead choosing to go 'undercover' as independents. Independent Politics demonstrates that people intentionally mask their partisan preferences in social situations. Most importantly, breaking with decades of previous research, it argues that independents are highly politically consequential. The same motivations that lead people to identify as independent also diminish their willingness to engage in the types of political action that sustain the grassroots movements of American politics.

Campaign Warriors-James A. Thurber 2001-09-19

Campaign politics has become increasingly professionalized in recent years. The growing prevalence and influence of paid consultants in the United States and other democracies is one of the most important factors changing the nature of electoral politics. Campaign Warriors thoroughly examines this critical—and controversial—development and its impact on the political system in the U.S. and other countries. The contributors approach the topic from several different perspectives, including the increasing use of "spin doctors" and the resulting loss of influence of state and national political parties. The book investigates the role of these paid advisers: who they are, what they do and why, and how they feel about their work. The contributors discuss the consultant's relationship with candidates and parties, and analyze the effect of their efforts on election outcome.

Political Communication in Canada-Alex Marland 2014-11-17

to provide an unrivalled resource on the role of parties in the pressing contemporary problems of institutional design and democratic governance today.