The book was found

Presidential Elections: Strategies And Structures Of American Politics

Synopsis

Brimming with data and examples from the 2008 and 2012 elections, and laced with previews of 2016, the fourteenth edition of this popular text offers a complete overview of the presidential election process from the earliest straw polls and fundraisers to final voter turnout and exit interviews. The comprehensive coverage includes campaign strategy, the sequence of electoral events, and the issues, all from the perspective of the various actors in the election process: voters, interest groups, political parties, the media, and the candidates themselves.Revised to give students the most up-to-date understanding of the electoral process, the fourteenth edition of Presidential Elections provides complete coverage of the 2012 election and presidential selection process changes for 2016;offers a greater focus on 21st Century elections and increasing party polarization;explains the new 2016 campaign finance rules and their implications;explores the increasing demographic diversity of the presidential electorate and its possible 2016 impacts;includes insight on the evolution and impact of new "microtargeting" campaign technologies; andpresents a revised and updated analysis of possible reforms of the presidential election process.

Book Information

Series: Presidential Elections

Paperback: 360 pages

Publisher: Rowman & Littlefield Publishers; 14th ed. edition (August 27, 2015)

Language: English

ISBN-10: 1442253673

ISBN-13: 978-1442253674

Product Dimensions: 7.1 x 0.8 x 10 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (1 customer review)

Best Sellers Rank: #247,727 in Books (See Top 100 in Books)   #355 inÂ Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Elections   #439 inÂ Books > Textbooks > Social Sciences > Political Science > Government   #477 inÂ Books > Politics & Social Sciences > Politics & Government > United States > Executive Branch

Customer Reviews

Got this for a class I am taking..we have not started to use it yet...looks interesting.

Presidential Elections: Strategies and Structures of American Politics The Timeline of Presidential Elections: How Campaigns Do (and Do Not) Matter (Chicago Studies in American Politics) The Presidential Debates: Issues and Questions for the 2016 Elections and Beyond The Presidential Libraries Act and the Establishment of Presidential Libraries The Electoral College: How It Works in Contemporary Presidential Elections The Politics of Congressional Elections Plutocrats United: Campaign Money, the Supreme Court, and the Distortion of American Elections American Political Parties and Elections: A Very Short Introduction Suicide Pact: The Radical Expansion of Presidential Powers and the Lethal Threat to American Liberty The Everything American Government Book: From the Constitution to Present-Day Elections, All You Need to Understand Our Democratic System "Can We All Get Along?": Racial and Ethnic Minorities in American Politics (Dilemmas in American Politics) Java Software Structures: Designing and Using Data Structures Java Software Structures: Designing and Using Data Structures (3rd Edition) Design and Analysis of Composite Structures: With Applications to Aerospace Structures Starting Out with Java: From Control Structures through Data Structures (2nd Edition) (Gaddis Series) Starting Out with Java: From Control Structures through Data Structures (3rd Edition) Introduction to Structures (Architect's Guidebooks to Structures) The Labour Party in Britain and Norway: Elections and the Pursuit of Power between the World Wars (International Library of Political Studies) Season's Greetings from the White House: The Collection of Presidential Christmas Cards, Messages and Gifts Hillary Rodham Clinton Presidential Playset: Includes Ten Paper Dolls, Three Rooms of Fun, Fashion Accessories, and More!