

Praeger Handbook of Political Campaigning in the United States [2 volumes]



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This work peels back the curtain on how political campaigns influence America, covering everything from social media to getting to the Oval Office.

- Covers a wide variety of topics related to American political campaigns
- Investigates political campaigns and theories of campaigning from multiple perspectives

• Discusses strategic use of messaging language and message forms, including debates, television ads, and social media

- Features case studies to facilitate understanding
- Includes maps, tables, and figures to illustrate key points

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