



Presidential Elections: Strategies and Structures of American Politics (Presidential Elections: Strategies & Structures of American Politics (Hardcover))

Nelson W. Polsby, Aaron Wildavsky, Steven E. Schier, David A. Hopkins

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Brimming with data and examples from the historic 2008 election, and laced with previews of 2012, the thirteenth edition of this classic 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 newest edition's comprehensive coverage includes campaign strategy with overviews of the changes in campaign finance and the growing role of the Internet. Also, the thirteenth edition explores the effect of the forward-creeping presidential nomination process and the sequence of electoral events. All of these aspects and the issues themselves are discussed by a wide array of actors in the electoral process: voters, interest groups, political parties, the media, and the candidates themselves. In the final pages, the authors take a broader view of the American political system and ongoing pressure to reform its institutions in order to address perceived imperfections in the electoral process. The thirteenth edition is a timely update to this essential text on American elections.



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