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Altri autori (Persone)	GerberAlan S
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 201-218) and index.
Nota di contenuto	Introduction: Why voter mobilization matters -- Evidence versus received wisdom -- Door-to-door canvassing : shoe leather politics -- Leaflets : walk, don't talk -- Direct mail : postal service as campaign staff -- Phone banks : politics meets telemarketing -- Electronic mail : faster, cheaper, but does it work? -- Festivals and events : putting the party back into politics -- Mass media : do TV, radio, and newspaper ads boost turnout? -- What works, what doesn't, and what's next.
Sommario/riassunto	"Expanded and updated edition incorporates data from more than 100 new studies, shedding light on the cost-effectiveness and efficiency of various campaign tactics, including door-to-door canvassing, e-mail, direct mail, and telephone calls. Two new chapters focus on the effectiveness of mass media campaigns and candidate forums and Election Day festivals"--Provided by publisher.