

1. Record Nr.	UNINA9910454612603321
Autore	Moore David W (David William), <1940->
Titolo	The opinion makers [[electronic resource]] : an insider exposes the truth behind the polls / / David W. Moore
Pubbl/distr/stampa	Boston, : Beacon Press, c2008
ISBN	0-8070-9696-2
Descrizione fisica	xvii, 196 p. : ill
Disciplina	303.3/80973
Soggetti	Public opinion - United States Election forecasting - United States Mass media - Political aspects - United States Press and politics - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 165-181) and index.
Nota di contenuto	Iraq and the polls: The myth of war support -- Manufacturing public opinion -- Telling Americans what they think -- Inscrutable elections -- Misreading the public -- Damaging democracy -- Uncertain future -- A new direction.