

1. Record Nr.	UNINA9910456082103321
Autore	Skinner Kiron
Titolo	The strategy of campaigning : lessons from Ronald Reagan and Boris Yeltsin // by Kiron K. Skinner ... [and others] ; foreword by George P. Shultz
Pubbl/distr/stampa	Ann Arbor : , : University of Michigan Press, , c2007
ISBN	1-282-59159-2 9786612591594 0-472-02585-6
Descrizione fisica	1 online resource (353 p.)
Altri autori (Persone)	Bruce Bueno de Mesquita Kudelia Serhiy
Disciplina	324.72
Soggetti	Political campaigns - United States Presidents - United States - Election - 1980 Presidents - Russia (Federation) - Election Political campaigns - Russia (Federation) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 305-320) and index.
Nota di contenuto	""Contents""; ""Foreword / George P. Shultz""; ""Acknowledgments""; ""1. Campaign Strategy""; ""2. The New South Rises: Competition for the Republican Presidential Nomination in 1968""; ""3. Down to Political Defeat: Reagan's Inability to Break Ford's Coalition in the 1976 Primaries""; ""4. Reshaping the Domestic and International Landscape, Part 1: The Long Road to the 1980 Presidential Election""; ""5. Reshaping the Domestic and International Landscape, Part 2: The 1980 Presidential Election""; ""6. Fighting the Nomenklatura's Privileges: The Rhetorical Campaign of 1986""; ""7. Yeltsin's Winning Campaigns: Down with Privileges and Out of the USSR, 1989""; ""8. Conclusions""; ""Notes""; ""Bibliography""; ""Index""