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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 and index.
Nota di contenuto	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? -- Frontiers of get-out-the-vote research.
Sommario/riassunto	Get Out the Vote! Is a practical guide for anyone trying to mobilize voters or organize at the grass roots. Unlike authors of other campaign advice books, Donald Green and Alan Gerber root their work firmly in rigorous science. Their recommendations emerge from thorough experiments conducted in real electoral settings, examining the impact and effectiveness of door-to-door canvassing, telephone calls, direct mail, and other campaign tactics.