

1. Record Nr.	UNINA9910464460803321
Autore	De Sio Henry F. <1962->
Titolo	Campaign Inc. : how leadership and organization propelled Barack Obama to the White House // Henry F. De Sio, Jr
Pubbl/distr/stampa	Iowa City, Iowa : , : University Of Iowa Press, , 2014 ©2014
ISBN	1-60938-287-0
Descrizione fisica	1 online resource (253 p.)
Disciplina	324.973/0932
Soggetti	Presidents - United States - Election - 2008 Political campaigns - United States - History - 21st century Electronic books. United States Politics and government 2001-2009
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	No drama Obama -- Stick to the plan -- Rise to big moments -- Be faster -- Yes we can! -- Bend, don't break -- In crisis, stay on offense -- Run it like a business -- Lead from within -- Contrast thyself -- Know where to be to effectively lead -- Close the deal.
Sommario/riassunto	It takes more than an excellent candidate to win elections; it takes an outstanding campaign organization, too. Campaign Inc. is the story of how leadership and organization propelled Barack Obama to the White House. As the chief operating officer of Obama's 2008 presidential campaign, Henry F. De Sio, Jr., was positioned to view this historic campaign as few others could. In this fascinating behind-the-scenes account, he whisks readers into Obama's national election headquarters in Chicago to glimpse the decision-making processes and myriad details critical to running a successful and innovat