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assessing the impact of campaign strategies and voting laws / Lisa Hager -- Who plays the decider? : analyzing key voters in the 2012 election : "a mad men party in a modern family world" / William J. Miller and Sean D. Foreman -- Constituency appeals and group voting in the 2012 presidential election / Mark D. Brewer and Richard J. Powell.

Sommario/riassunto

"The presidential election of 2012 was among the most important in American history, both for the policies that will persist due to its result as well as the national political transformation it portends. The contest's outcome was the product of complex and fast-moving societal changes--demographic, technological, and economic--surfacing in American society. This volume, consisting of writings by leading scholars of American politics and the American presidency, examines the 2012 presidential election in its many facets. Particularly prominent in these analyses are: psychology, religion, and culture, rhetoric, and voting"--
