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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Foreword -- 1 Introduction -- 2 How Politics Change on the Web -- 3 Building an Online Communication Strategy -- 4 Online Communication Tools -- 5 Producing Content That Creates Participation and Consensus.
Sommario/riassunto	This book provides research findings and practical information on online communication strategies in politics. Based on communication research and real-world political-campaign experience, the author examines how to use the Web and social media to create public visibility, build trust and consensus, and boost political participation. It

offers a useful guide for practitioners working in the political arena, as well as for those managing communication projects in institutions or companies.

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