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Nota di contenuto	Parallel histories : the incumbency advantage and electoral competition -- The rational candidate and the hopeless cause -- Incumbents and challengers compared -- "It's not like rocket science" : how candidates understand public opinion -- "Like throwing golf balls against the wall" : the candidates talk about issues and ideology -- "You don't know me, but here I am" : candidate perceptions of party strength -- Expressive campaigning in 2000 and beyond -- Conclusions : expressive politics and invisible politics.