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Nota di contenuto	Cover; Contents; Series Editor's Introduction; Preface; Chapter 1 - Campaigns and Elections; Chapter 2 - Evidence against Campaign Effects; Chapter 3 - A Model of Campaign Effects; Chapter 4 - Nominating Conventions; Chapter 5 - The Effect of Debates; Chapter 6 - Campaigns, National Conditions, and U.S. Presidential Elections; Chapter 7 - The Role of Campaigns in U.S. Presidential Elections; Appendix A: Calculating Aggregate Candidate Support; Appendix B: Debate Surveys; Appendix C: Alternative Models; References; Index; About the Author
Sommario/riassunto	Combining actual election results and empirical evidence with data on additional factors such as media coverage, Thomas M. Holbrook develops a model for testing campaigns, and proves how campaigns play a key role in shaping public opinion.