

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910780702803321 |
| Autore | Skinner Kiron |
| Titolo | The strategy of campaigning : lessons from Ronald Reagan and Boris Yeltsin / / by Kiron K. Skinner ... [and others] ; foreword by George P. Shultz |
| Pubbl/distr/stampa | Ann Arbor : , : University of Michigan Press, , c2007 |
| ISBN | 1-282-59159-2 9786612591594 0-472-02585-6 |
| Descrizione fisica | 1 online resource (353 p.) |
| Altri autori (Persone) | Bruce Bueno de Mesquita Kudelia Serhiy |
| Disciplina | 324.72 |
| Soggetti | Political campaigns - United States Presidents - United States - Election - 1980 Presidents - Russia (Federation) - Election Political campaigns - Russia (Federation) |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references (p. 305-320) and index. |
| Nota di contenuto | Contents -- Foreword / George P. Shultz -- Acknowledgments -- 1. Campaign Strategy -- 2. The New South Rises: Competition for the Republican Presidential Nomination in 1968 -- 3. Down to Political Defeat: Reagan's Inability to Break Ford's Coalition in the 1976 Primaries -- 4. Reshaping the Domestic and International Landscape, Part 1: The Long Road to the 1980 Presidential Election -- 5. Reshaping the Domestic and International Landscape, Part 2: The 1980 Presidential Election -- 6. Fighting the Nomenklatura's Privileges: The Rhetorical Campaign of 1986-1988 -- 7. Yeltsin's Winning Campaigns: Down with Privileges and Out of the USSR, 1989-1991 -- 8. Conclusions -- Notes -- Bibliography -- Index. |