

1. Record Nr.	UNINA9910784132103321
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Titolo	Winning the White House, 2004 [[electronic resource] ] : Region by Region, Vote by Vote // by David M. Rankin ; edited by K. McMahon, D. Beachler, J. White
Pubbl/distr/stampa	New York : , : Palgrave Macmillan US : , : Imprint : Palgrave Macmillan, , 2005
ISBN	1-281-36888-1 9786611368883 1-4039-8086-1
Edizione	[1st ed. 2005.]
Descrizione fisica	1 online resource (238 p.)
Disciplina	324.973/0931
Soggetti	Political science Political science - Philosophy Elections Political Theory Political Philosophy Political Science Electoral Politics
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 and index.
Nota di contenuto	""Cover""; ""Contents""; ""List of Figures and Tables""; ""Preface""; ""Part I The Nomination""; ""1 Choosing the Candidates""; ""Part II The Issues""; ""2 A Moral Values Election?: The Culture War, the Supreme Court, and a Divided America""; ""3 The Economy and Domestic Policy""; ""4 Reagan's Political Heir: George W. Bush, Values, and the War on Terror""; ""Part III The Regions""; ""5 The Northeast: All but One, Blue""; ""6 The South: Race, Religion, and Republican Domination""; ""7 The Midwest: The Arching Divide""; ""8 The West: The Electoral Gateway""; ""Index""; ""A""; ""B"" ""C""""D""; ""E""; ""F""; ""G""; ""H""; ""I""; ""J""; ""K""; ""L""; ""M""; ""N""; ""O""; ""P""; ""Q""; ""R""; ""S""; ""T""; ""U""; ""V""; ""W""; ""Y""; ""Z""
Sommario/riassunto	What does it take to win the White House? This book helps students understand both the issues and how and why people vote for one

candidate. After discussing the dynamics of the primary campaigns, the authors examine three broad sets of issues that play a key role in voting: foreign policy, domestic policies, and the culture wars. This sets the foundations for an examination of regional similarities and differences in voting patterns, as the varying salience and valence of issues-whether general or specific-is explored across and within regions. Special attention is paid to battleground states. Drawing on concepts from political science, this book advances students' understanding both of the field and the phenomenon.

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